

MAKING DECISIONS

WHERE ARE THE NEW AND

ADVERTISING '88: THE TOP '200 BRANDS

MARKETING & MEDIA DECISIONS

COVER STORY

TOMORROW'S BRANDS

Sure, the number of new-product introductions continues to rise, but where are the new brands? Once you factor out line extensions, the aisles are almost empty. As American marketers take the path of least resistance to profits, there's the threat that they may be undermining their future strength.

In this special report, marketers, researchers and ad professionals attempt to answer the questions that will shape their future. The biggest one: Where are the new brands?

WHO'S DOING WHAT 20

Most new-product work has been re-directed to mean line-extension activity. Centered around core brands, the goal is to create mega-brands that can be translated into other categories. Some companies, however, are beginning to ask if a brand can be over-extended. These marketers are trying to encourage real new-product activity in their organizations, albeit in a safeguarded way. They are redrawing staffing charts and showering managers with incentives to achieve.

Several companies open the doors to their R&D departments and reveal their new-product philosophies.

THE NEW CONSUMER 29

Significant demographic and lifestyle shifts among the buying public will change the role products play in consumers' day-to-day lives. One bet that's sure to pay: Brand loyalty is due for a renaissance.

This preview of America in the year 2000 tells what attributes will sell products in the years ahead as well as who will be buying them. Also, Laurel Cutler, the noted market planner and futurist, offers some surprising advice.



THE TOP 200 BRANDS OF 1988 37

Some of America's biggest spending advertisers bucked the trend and substantially increased their ad dollars last year, according to Leading National Advertisers. The Top 200 lists who those 200 are and breaks down their spending by media. Also included are the names of marketing and advertising personnel at both the client and the agency of record, as well as the minority agency, when identified. Finally, the top 10 advertising categories are revealed, including the top parent companies in each category as ranked by LNA expenditures.

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Cover illustration by Jack Tom



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WHERE ARE THE

Line extensions rule the shelves, but new

by Rebecca Fannin

Last year, packaged-goods companies spilled more than 10,000 new products into the marketplace. That huge outpouring would seem impressive enough to quash even the staunchest critics. Who like to deride the industry for its lack of innovation and guts. "Where are the new brands of tomorrow," they wail. Surely, 10,000 new items are proof enough to finally shut them up.

Hardly. Scratch the surface of that grand number and a far more troubling picture emerges. Only 5% to 10% were really new products, estimates Martin Friedman, editor of *Gorman's New Product News*. The rest was an avalanche of line extensions — brands available in a "new" flavor, size, or color. "Companies bring out the same brand, but in a green color, and they think they have found three new uses for the same product," complains Gerry Schoenfeld, of the new-product

consultancy Schoenfeld, Chapman and Pearl, Inc. "Right now there is less true R&D than at any other time."

This trend shows little sign of abating. Editor Friedman had forecast a 5% increase in the number of products introduced in 1989, but after a particularly strong May, when over 1,000 items made their debut, he has upped his estimate to 10%. Mind you, most of these entries will quickly find the exit sign. Only about 1% will achieve sales of more than \$15 million, says Friedman, a number which hasn't shown any improvement since 1980.

What is going on here? Why are there so few truly creative or technologically superior products being introduced and so many me-too, variety-pack clones flooding store shelves? And what does this say about the future? Where will the new brands come from? Will we all be happy — and make money — in the year 2000 munching peanut butter-chocolate chipped and dipped jumbo Oreos? At what point does the brand franchise get bastardized beyond recognition and value?

Some companies are beginning to ask these questions and take some actions. Many of them are trying to increase their new-product outflow, but in a smarter, more controlled manner. For instance, the movement is afoot to get R&D teams to work more closely with marketing staffs to develop products that consumers truly want and need. Additionally, managers are designing compensation systems to encourage innovation with accomplishment. New-product boutiques are getting more work, and they are being paid not just to generate ideas but to focus on developing a strategy for the

Campbell's Baum gives Levy his opinions on products in her venture group.



LEIF SKOOGFORS

NEW BRANDS?

strategies may lead to truly new products.

future. Internal venture groups once urged to brainstorm without end are becoming more disciplined. All are aimed at a single goal: getting companies to spew forth fewer new products, but ones that offer higher financial returns.

Some of the companies that best exemplify this approach are 3M, Rubbermaid, Campbell Soup, Neutrogena and Johnson & Johnson. At Rubbermaid Inc., for instance, Walter Williams keeps the corporate culture hinged on new products. This president and chief executive officer says his company lets loose 300 brand new products for existing or fledgling business segments every year and hardly pulls any from the shelves.

Similarly, Herb Baum, president of Campbell Soup USA, has not let past excesses and flops deter the company from bringing out new products. He takes an unusually active role in spurring Campbell managers to think up innovative new products and he suggests test-market strategies.

Even Colgate-Palmolive, which has had a poor record with new-product introductions in the U.S., has not thrown in the towel. It is wrestling with how to develop better new-product systems so it can reduce reliance on line extensions. Under the leadership of William Shanahan, senior executive vice president and chief operating officer, global marketing has been reorganized to support "new" new-product work, and it reports directly to him.

But these companies are far more the exception than the rule. For the majority, the energy, costs and risks required to create breakthrough products, or even ones with superior attributes,

is just too daunting. Launching a brand can easily eat up as much as \$100 million. Besides time-consuming research to uncover breakthrough technology, there's test marketing to worry about, not to mention tv commercials, coupons and sampling. And don't forget the slotting allowances needed for paying supermarkets to get shelf space. Yet another new worry has been added to the sorry equation: failure fees to the store when new products miss sales objectives.

At public companies, mistakes can prove catastrophic. New-product losses make Wall Street frown. At best, the company's stock gets battered, or at worst, the company becomes a takeover target. Ironically, in today's financial markets, success isn't rewarded either. If a CEO makes his corporation a real winner, others become that much more eager to take over the riches. It is no wonder that in this atmosphere, dull — but safe — line extensions are preferred.

"By the year 2000, there will be only 10 major packaged-goods com-

Williams makes sure Rubbermaid keeps an enviable record in new products.



PAUL TEPLEY

panies," predicts Laurel Cutler, vice chairman at FCB/Leber Katz Partners. Increasing consolidation means even less hope for new products. Burdened by mammoth corporate debt, risky R&D programs are among the first to go.

The cautious philosophy toward new products is so widespread that packaged-goods companies aren't being looked to for tomorrow's innovations. "The packaged-goods market is mature, and the only way to grow is at the expense of the competition," says Cutler. Financial services, health care, travel and leisure businesses are expected to fill the gap. In addition, increasingly powerful supermarket chains are seen as the entrepreneurs as they develop high-quality foods to compete with the mega-brands.

Marketers are also disheartened because even if they do develop truly new products, it's nearly impossible to unseat a market leader. According to a study by the Boston Consulting Group, only two brands from 1938 to 1988 lost their commanding position: Colgate surrendered to Crest, and Hershey's to Mars. "Brands just don't happen overnight," explains Cutler. "It takes years and years to build them, and the market leaders are impregnable," she notes.

For the 1990s, she predicts, the odds for success will be even greater. Consumers weary of new, improved and different claims are the primary reason. "The stores are indigestibly cluttered," she says, adding that brand proliferation has led consumers to believe that having more choices isn't great — it's work. "New brands, with few exceptions for technology-based ones, aren't a good proposition for the 1990s," Cutler concludes.

Faced with all this confusion, many professionals argue strenuously for the line extension. They

also point out that not all line extensions are created equally — some can provide useful changes for consumers. "We see the economics of new products almost prohibitively high, and the success rates too low," says Spencer Plavoukos, chairman and chief executive of Lintas New York. "The movement is to line extend mega-brands and get a leg up on the competition," he adds. As one example, he points to

Lever's successful spin-

the New England Consulting Group.

Indeed, successful brand franchise extensions aren't hard to find. John Luther, divisional president of the Marketing Corp. of America, points proudly to Oscar Mayer's brand extension, Lunchables. "They created a \$50 million business by extending the company's quality name on a snack-pack that contains crackers, cheese and their own lunch meat," Luther notes.

Nevertheless, many experts are beginning to argue that marketers must begin to reassert product originality. Some warn that a line extension can devastate the mother brand, either because it cannibalizes sales or because the product does not satisfy the public and sours them on the entire franchise. For example, even though Diet Coke is a megahit, its entrance killed Tab, a profitable brand for the company, and took sales away from the flagship, Coke. Indeed, some say the company's disastrous reformulation of Coke was prompted by concern that Diet Coke was taking too many drinkers

away from the flagship.

"You can only extend brand names so far before you begin to dilute the value of the brand name," says Chet Kane, a consultant with Kane, Bortree Associates. "Many brands have been mined to death," he says.

Packaged-goods marketers are beginning to take action by reexamining organizational structures and guidelines to encourage innovation with less risk. Many corporations got in trouble with new products by having too many of them with not enough consideration of how they fit strategies and corporate strengths. Frito-Lay charged ahead into unknown turf and flopped with Grandma's soft cookies. General Foods misread the market and made distribution mistakes with Culinova, its high-priced



Ranking of Companies by Products Introduced in 1988

Food Companies

Non-Food Companies

1. General Foods 137

2. Kraft 116

3. H J Heinz 106

4. Nestlé 99

5. Campbell Soup 78

6. Borden 77

7. General Mills 69

8. Con Agra 69

9. Beatrice 62

10. Sara Lee 56

1. Revlon* 66

2. Lever Chesebrough-Pond's 52

3. Schering 49

4. Bristol-Meyers 31

5. Procter & Gamble** 30

6. Noxell 26

7. Colgate-Palmolive 25

8. Gillette 25

9. Cosmair 23

10. Pfizer 23

Food figures include all varieties, including line extensions, which make up the majority.

*Revlon figure includes Max Factor.

**P&G figure includes Richardson Vicks.

Source: Gorman's New Products News

off of Snuggle fabric softener into sheets that could be tossed into the dryer. "No company had ever done that before, and P&G's Downy was forced to follow," he notes.

Line extenders have also become more daring. Now they're doing brand-franchise extensions, which takes the concept a step further by stamping brand names on related products. Examples are Jell-O pudding pops, Velveeta cheese dinners, Mott's apple sauce in single servings, Hershey's chocolate milk and Sunkist vitamins. "Extending trademarks can make a lot of sense because you are taking a set of benefits and values from the original brand and expanding that to a meaningful product that meets a consumer need," says Frank Blod, a partner with



refrigerated dinners. Likewise, both Campbell and Kraft proved novices at getting into a new area, refrigerated pre-cut vegetables.

Companies that have fared best in the new-product game are generally those that have stuck close to core strengths. Kellogg's struck gold following the cereal path with more nutritious products like Nutri-Grain, Just Right and Oat Bran Flakes. Despite the skeptics who predicted the cereal market was flat, Kellogg's regained lost market share and sent the category into a competitive frenzy with aggressive new products. On the other hand, when Kellogg's tried to diversify into another area — Whitney's yogurt — it stubbed a toe.

After diversifying into sporting equipment in the 1970s, Colgate has learned its own lesson: Getting back to basics makes sense. "What we are trying to do is stay close to the equity we have in major brands, Palmolive, Ajax and Colgate," says Shanahan. Last year, the family grew to include Colgate Tartar Control mouthrinse and Colgate Jr. toothpaste and toothbrush. This year, C.P. is test marketing Irish Spring deodorant and Palmolive hypoallergenic bar soap. "The highest percentage of our new products are line extensions because they are obviously cost-efficient," explains Shanahan, who adds that \$600 million in sales was generated last year from new products and brand franchise extensions developed worldwide over the past four years.

Totally new products are rare at Colgate. The 1986 introduction of Palmolive automatic dishwashing liquid is one of a very small group spawned by technological advance. Fab One-Shot, single-use packets combining detergent, static guard and fabric softener, is another, but the premium-priced product has only limited consumer appeal. Dentagard, its anti-plaque toothpaste, has flopped.

Because the company's focus has become so global, acquisitions, like the recent purchase of two European bleach companies, and licensing have become popular ways of generating growth. This year, Colgate is introducing dentrifice products in Europe.

Rate of NEW Product Introduction		
	Total	% Change
1986	7,509	—
1987	10,182	+26%
1988	10,588	+4%
1989 (1st 5 mos.)	4,897	+11%
1988 (1st 5 mos.)	4,407	—

Note: Includes all forms and varieties, including line extensions, which make up the majority.
Source: Gorman's New Product News

The technology is licensed from Vipont Pharmaceutical Inc., which sells Viadent toothpaste in the U.S.

To place greater emphasis on new products, however, Shanahan has restructured the global marketing group. The group is divided into four business categories and contains managers from several disciplines. Each group now has managers responsible for identifying growth opportunities within existing product categories. A separate group has also been formed that will identify "totally new" product areas for Colgate, according to Shanahan. "What we are trying to do is find new product ideas before they become really big," says Shanahan.

Those successful in new products make commitment to internal growth part of the general operating procedure. For instance, Rubbermaid has a policy that 30% of sales annually must come from products developed in the past five years. "This 30% factor keeps everyone on their toes," says president Williams. Among Rubbermaid's recent hits: a work-space organizer for tools; clear storage containers; stackable outdoor chairs, and for children, a basketball set, slide, plastic toy trucks and dollhouses. This year, Rubbermaid is aiming for

\$100 million in office products sales, a new area for the company.

Beatrice Hunt-Wesson also is admired for a loose, free-flowing environment that has fostered product innovation. "They have crazy people there who go out drinking together, argue a lot and compete fiercely," says consultant Schoenfeld, who works with Hunt-Wesson. "The culture there puts a premium on action," he adds.

Indeed, Minute Gourmet, its microwaveable meat dishes, and Orville Redenbacher popcorn were conceived at home by marketing director Jim Frawley.

Other companies are trying to spark the creative process by rewarding managers financially. At Rubbermaid, Williams says that marketers can make a substantial percentage of salary in bonuses if new brands hit stated objectives. The Dial Corp. also compensates executives for churning out successes. Bonuses are earned on the basis of such criteria as conducting a simulated test market for a new product or introducing it into a full-blown market test. Objectives are set by the brand managers in conjunction with the director of marketing, Frank Yurio.

In another major change in new-product development, research and development no longer is cast off to an isolated location. Colgate, for instance, has set up preliminary marketing testing at the labs, some 30 miles southeast of Manhattan headquarters. Only if the products pass this initial testing are they turned over to headquarters marketing staff for product positioning and volume projections.

Likewise, new-product managers no longer work solo. They work in teams consisting of engineers, package designers, production managers, financial planners and market researchers. These teams then report to category managers in charge of a group of brands in the same area. By having one manager in charge of both P&G's Gleem and Crest, for instance, the two brands can be positioned differently so that together they hold a larger market share than if they were competing. "The brand management system is dead," says MCA's Luther. "It's just too narrow in scope today to be effective."

At the Dial Co., Yurio believes that multi-disciplined product teams helped create the success of its new shelf-stable entrees, Lunch Buckets. The portable, microwaveable foods, which the R&D labs had developed, were originally intended as niche products to be distributed in convenience stores. But when marketing began working more closely with R&D, the team determined that Lunch Buckets might have wider appeal. After the idea was



tested. Lunch Buckets was expanded to supermarkets as well. Sales volume should reach \$100 million this year nationally.

Internal venture groups, which were supposed to encourage executives to brainstorm and take a risk, also are being transformed in an effort to improve the odds. While venture groups or "skunk works" have been popular throughout the 1980s, some earned a bad reputation because the brainstormers tended to develop unrealistic product ideas. "I cringed when I heard about venture groups," admits Luther at MCA. "Companies have tried them, but they have realized that their new-product efforts have become more like a fishing expedition. They just don't have focus," he says.

At Colgate, Shanahan admits that lack of a clear vision was one reason that the company recently disbanded its venture group. "We shut it down because there was a lack of consistent strategy and we realized that we needed to become more focused," says Shanahan. About half the products created by the venture group were discontinued, including Lournay skin care and Maniac teen fragrance. Others, like HandiWipes disposable rags, were folded into businesses gained with the 1987 acquisition of Softsoap Enterprises.

Elsewhere, venture groups have been given more guidelines on what products to consider. The Dial Corp. has three or four "ideation sessions" annually that bring together managers from marketing, R&D, sales, engineering, packaging and market research, as well as the ad agency. Although these groups often think of as many as 50 new products, they must convene a week later at company headquarters to determine if the products are viable. Typically, products must stay close to the company's existing brands, fit production and distribution strengths and satisfy consumer needs, according to Yurio. "Right now, we have a backlog of ideas," says Yurio, who notes that the company expects to introduce two other major products next year.

Meanwhile, Campbell's is also trying to become more disciplined with new products. When Herb Baum became president of Campbell's USA in 1986, he determined that the company should focus on becoming a leader in microwaveable foods, particularly single-serve foods that could be popped in the microwave. However, several of these and others bombed. Subsequently, Baum concocted strict rules for new-product entries. They have to be unique, offer competitive advantage, meet \$35 million in sales and endure exhaustive market tests before national introduction. In addition, the trade, which is consulted before roll-out, must agree that the item offers additional consumer benefits. "Our mistakes have tended to be big ones," admits Baum. "But now we are researching our new products more carefully and pacing the introduction of them so there aren't too many at once."

In another significant change, Baum has persuaded

chairman Gordon McGovern to establish an entrepreneurial group. "We need a venture group with a separate budget because business units are very profit/loss oriented and new products result in big losses," explains Baum.

"So there has been a disincentive to develop new products."

In a sign of his high regard for the venture, Baum has hired senior managers to run the eight-member group consisting of marketing experts, financial,

engineering and production managers. The group is headed by Phyllis Levy, a new-product expert, credited with Le Menu's success. Baum meets with the group weekly and has allocated 10% of the marketing budget to the venture group's projects this year.

While line extensions still account for 80% of Campbell's entries, new products are preferred. "Line extensions tend to cannibalize the existing brand," explains Baum, who encourages the group to meet off-site and travel to unearth ideas. Six brands are in development and include grab-and-go sandwiches and healthier, convenient kids' snacks.

Baum's close supervision has helped Campbell's avoid costly errors. Souper-Combo, a microwaveable soup and sandwich being introduced nationally this summer, is the venture's first offspring. Because of Baum's influence, Souper-Combo was tested for three years instead of one year previously required for new products. During those two years, Baum asked Levy's group to add more cream to Souper-Combo's tomato soup, to keep the breads from becoming soggy in the microwave and to rejigger the ad strategy.

Baum's emphasis on getting it right has led the company to stress quality before quantity. Before 1988, Campbell's had introduced more new products than any packaged-goods company for three years straight, but its success record was spotty. Even though Campbell's has slipped to fifth place, pride isn't hurting. "New products are where our growth opportunities are," says Levy. "Herb's major input has been trying to keep us focused on doing the basics well." ■



ADAM CHINITZ

Shanahan is depending on global marketing for tomorrow's businesses at Colgate.

MARKETING & MEDIA DECISIONS

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BRAND
PRODUCTS & SERVICES

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THEY'RE THE TOP

The 1988 Top 200 Brands report is the 18th annual survey from *Marketing & Media Decisions* magazine. In these pages, we provide detailed ad-spending estimates for the individual products and services that helped shape the year in terms of ad spending. Together, these 200 accounted for \$8.2 billion in advertising in 1988. The detailed data then are matched to the people on both the client and agency sides who control those high-priced buying decisions.

The report begins with a comparison of Leading National Advertisers' top ten ad-spending categories, 1988 vs. 1987, rounded out by data from Radio Expenditures Reports for spot radio. Each category then begins zeroing in on our Top 200 by listing the top five parent companies for each.

Comparisons to 1987 are offered as well, and all totals are broken down into spending in each of the ten major media: network tv, spot tv, national cable, newspapers, consumer magazines, national Sunday magazines, network radio, spot radio, outdoor and national syndication. The names of those in media-buying authority at the client and agency complete each of the listings.

Each entry refers to a specific ad effort based on total advertising outlay. Thus Coke Classic, Diet Coke and Sprite earned their own places on the list (#24, #32 and #179, respectively). Joint campaigns also stand alone, so there are separate entries for Marlboro filters and Marlboro filters and 100s (#122 and #141).

New additions to our Top 200 have been brought up to date with the previous year's data. In

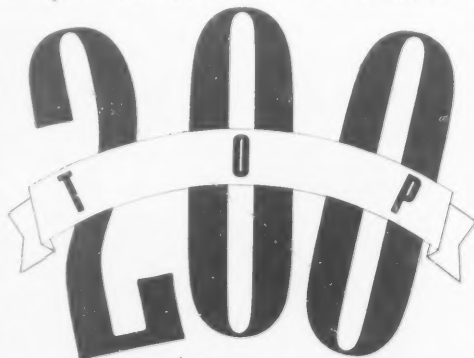
the majority of cases, we were able to match the data from the contributing measurement services: Arbitron's Broadcast Advertiser Reports (BAR), Leading National Advertisers (LNA), Publishers Information Bureau (PIB), Media Records Inc., the Institute of Outdoor Advertising and Radio Expenditure Reports (RER).

In a few cases, however, determining spending for our very specific entries required adjusting data to assure apples-to-apples comparisons. Therefore, when RER reported overall spending for foreign cars, a ratio of model to overall spending was established based on LNA data and then applied to the spot radio reports. When no directly comparable data could be determined year to year, we excluded the 1987 data and marked the lists accordingly. AT&T Information Systems (now AT&T Data Systems) has been held due to questions about what it entails. Finally, financial and retail data for Media Records is reported for the first time this year, based on non-projected data from 45 and 44 markets, respectively, and overall 1987 dollars have been restated by LNA since its acquisition of Media Records.

The result of these efforts is the most comprehensive report of its kind, detailing members of the power team of advertising: The Top 200. The alphabetical listing of this year's entries on page 43 is the key to the top-spending products and services.

This information would be impossible

to achieve without the help of advertisers and agencies alike. Please accept our thanks for your time, care and patience. May this valuable tool be your reward. ■



1988 TOP TEN ADVERTISING CATEGORIES AND THEIR TOP FIVE CORPORATE SPENDERS

	Nine-media total \$(000)	LNA Magazines \$(000)	LNA Newspaper supplements \$(000)	MEDIA RECORDS Newspapers \$(000)	LNA Outdoor \$(000)	BAR Network television \$(000)	BAR Spot television \$(000)	BAR Syndicated television \$(000)	BAR Cable-tv networks \$(000)	BAR Network radio \$(000)	RER Spot radio \$(000)
1. Department Stores											
1988	\$2,031,108	\$ 70,159	\$11,232	\$1,377,028	\$ 3,288	\$125,731	\$304,314	\$ 8,899	\$ 7,181	\$55,750	\$ 67,526
1987	2,045,705	52,358	10,315	1,452,069	3,171	90,646	321,452	9,535	6,543	46,223	51,393
1. Sears Roebuck & Co.											
1988	261,418	11,035	638	153,543	380	27,646	13,249	1,128	673	39,569	13,557
1987	260,552	7,955	2,530	168,008	320	23,901	13,431	3,851	500	40,056	11,032
2. May Department Stores Co.											
1988	241,394	2,281	1,931	221,370	119	—	14,669	—	—	—	1,024
1987	249,231	1,722	990	226,476	139	—	18,881	—	—	—	1,023
3. Macy Acquiring Corp.											
1988	200,773	2,166	86	182,212	376	—	15,651	—	—	—	282
1987	195,304	1,846	311	176,033	140	—	16,695	—	—	—	279
4. K mart Corp.											
1988	183,201	20,684	734	62,313	117	56,292	22,500	4,124	3,135	11,167	2,135
1987	137,662	18,933	2,154	66,416	224	18,238	20,085	2,259	2,632	5,532	1,189
5. Campeau Corp.											
1988	144,457	2,042	358	124,447	20	—	17,590	—	—	—	—
1987	188,983	3,260	310	134,833	197	—	20,383	—	—	—	—
2. Restaurants, hotel dining & night clubs											
1988	\$1,496,834	\$ 7,001	\$ 312	\$ 21,020	\$26,197	\$514,835	\$794,964	\$24,883	\$ 7,679	\$ 222	\$ 98,721
1987	1,447,136	10,898	1,421	24,889	26,237	497,997	789,996	13,410	4,919	147	77,222
1. McDonald's Corp.											
1988	405,862	6,294	—	528	6,302	245,389	128,029	12,371	1,791	—	5,158
1987	374,895	7,192	1,236	827	6,596	216,068	129,010	7,603	1,820	—	4,543
2. PepsiCo Inc.											
1988	254,911	207	—	957	1,557	85,612	154,363	4,336	1,581	222	6,076
1987	260,185	295	—	1,289	1,990	98,486	148,713	3,186	898	147	5,181
3. Pillsbury Co.											
1988	184,579	484	—	813	2,336	58,891	95,472	4,210	1,564	—	20,809
1987	186,008	257	—	850	1,601	66,702	99,613	730	493	—	15,762
4. Wendy's International Inc.											
1988	86,911	—	—	163	1,747	49,309	31,302	2,865	902	—	603
1987	82,668	483	—	319	2,026	46,772	31,706	750	143	—	469
5. General Mills Inc.											
1988	55,293	—	—	496	247	39,452	13,942	1,081	411	—	34
1987	49,116	—	—	380	329	36,936	10,316	631	94	—	430
3. Car dealers & services (including used cars)											
1988	\$1,448,732	\$ 1,393	\$ 23	\$ 374,013	\$41,486	\$ 8,603	\$946,095	—	\$ 106	—	\$ 78,627*
1987	1,307,645	2,272	192	307,848	42,596	38	699,444	46	3	57	57,164*
1. General Motors Corp. Dealers Association											
1988	223,220	—	—	23,656	5	—	196,921	—	14	—	2,624
1987	174,775	143	—	12,152	56	—	156,636	—	—	7	5,788
2. Ford Auto Dealers Association											
1988	145,724	—	—	38,665	1,234	42	100,175	—	—	—	5,608
1987	129,305	—	—	25,257	1,689	38	90,971	—	—	—	11,350
3. Chrysler Corp. Dealer Association											
1988	121,124	—	—	3,619	—	8,560	101,380	—	88	—	7,477
1987	70,494	—	—	3,236	11	—	56,557	—	—	—	10,690
4. Toyo Kogyo Co. Auto Dealers Association											
1988	37,589	—	—	2,226	—	—	35,362	—	—	—	—
1987	29,541	—	—	—	—	—	29,538	—	3	—	—
5. Toyota Auto Dealers Association											
1988	69,746	—	—	2,463	7	—	65,051	—	—	—	2,225
1987	72,957	—	—	23,054	11	—	47,452	—	—	—	2,440

	Nine-media total \$(000)	LNA Magazines \$(000)	LNA Newspaper supplements \$(000)	MEDIA RECORDS Newspapers \$(000)	LNA Outdoor \$(000)	BAR Network television \$(000)	BAR Spot television \$(000)	BAR Syndicated television \$(000)	BAR Cable-tv networks \$(000)	BAR Network radio \$(000)	RER Spot radio \$(000)
4. Passenger cars, imported											
1988	\$1,170,873	\$310,814	\$ 6,281	\$ 81,240	\$ 2,394	\$416,607	\$278,811	\$12,603	\$21,235	\$ 4,341	\$ 36,047*
1987	1,001,306	248,166	2,322	94,775	1,676	364,206	237,051	8,652	15,027	11,464	17,967*
1. Honda Motor Co. Ltd.											
1988	148,982	40,179	711	2,245	373	80,230	13,180	1,428	4,390	1,725	4,521
1987	127,908	37,048	264	4,136	8	62,496	13,586	—	3,083	3,151	4,136
2. Toyota Motor Corp.											
1988	126,475	26,180	712	3,645	681	41,982	45,806	3,560	1,761	1	2,147
1987	109,324	20,021	427	2,947	611	32,027	44,789	4,068	1,157	2,301	976
3. Nissan Motor Co. Ltd.											
1988	120,622	23,064	299	7,341	943	41,066	44,388	1,220	354	—	3,047
1987	82,399	12,973	213	4,670	211	32,955	28,477	331	383	1,029	1,157
4. C. Itoh & Co. Ltd.											
1988	100,109	29,196	107	4,783	—	43,910	19,054	12	2,176	871	—
1987	109,899	21,842	—	18,661	—	45,664	21,115	92	2,525	—	—
5. Volkswagenwerk AG											
1988	7,193	29,133	1,047	7,130	43	29,741	15,781	916	1,658	1,744	—
1987	93,473	23,105	106	8,692	1	48,151	12,166	—	1,252	—	—
5. Passenger cars, domestic											
1988	\$1,153,273	\$269,320	\$ 8,800	\$ 89,976	\$ 4,204	\$547,584	\$144,101	\$ 7,403	\$15,141	\$41,384	\$ 25,360*
1987	894,127	224,433	7,560	102,312	3,868	376,742	132,546	7,372	9,681	23,527	12,890*
1. General Motors Corp.											
1988	663,495	126,100	7,263	68,987	1,727	318,067	67,705	3,322	5,590	25,149	40,185
1987	463,805	101,785	4,652	61,590	1,731	181,043	75,163	2,070	4,058	7,414	24,360
2. Ford Motor Co.											
1988	291,566	81,258	137	12,341	2,033	123,239	48,241	3,612	3,780	5,098	11,827
1987	266,341	77,805	604	16,467	1,441	114,458	33,786	4,654	3,356	13,606	164
3. Chrysler Corp.											
1988	242,902	61,258	1,400	8,576	444	106,278	28,155	469	5,772	11,138	19,412
1987	181,875	44,401	2,304	24,214	696	81,241	23,597	649	2,267	2,506	—
6. Cereals											
1988	\$ 835,825	\$ 30,200	\$ 2,657	\$ 43,879	\$ 12	\$504,322	\$184,274	\$42,880	\$25,201	\$ 1,156	\$ 1,244
1987	697,150	21,836	921	1,535	8	435,620	173,519	41,522	21,282	1,432	304
1. Kellogg Co.											
1988	369,115	5,732	158	14,953	—	288,843	42,175	13,792	3,462	—	72
1987	303,503	3,363	71	156	—	230,661	48,452	16,771	4,012	17	—
2. General Mills Inc.											
1988	210,324	5,172	—	12,492	5	74,172	102,159	1,804	12,908	929	683
1987	165,358	3,487	—	199	—	60,954	87,847	2,802	9,434	428	207
3. Philip Morris Companies Inc.											
1988	107,291	4,134	712	3,419	—	55,442	21,361	16,952	4,547	227	497
1987	107,340	7,334	—	61	8	65,462	14,729	14,159	4,590	988	9
4. Quaker Oats Co.											
1988	74,970	11,013	645	4,154	7	41,641	7,469	8,430	1,279	—	332
1987	53,103	4,892	718	272	—	30,670	10,708	5,110	733	—	—
5. RJR Nabisco Inc.											
1988	41,775	—	—	4,773	—	33,147	374	831	2,626	—	24
1987	34,761	273	35	100	—	29,061	2,671	893	1,728	—	—
7. Miscellaneous retail											
1988	\$ 818,886	\$ 33,424	\$ 2,572	\$ 281,509	\$ 4,202	\$ 86,011	\$357,107	\$ 783	\$10,886	\$26,829	\$ 15,563
1987	797,035	25,114	1,319	317,923	3,318	55,278	347,988	107	9,186	21,803	14,999
1. Cotter & Co.											
1988	55,752	5,041	838	471	70	9,501	18,345	157	1,786	18,284	1,259
1987	44,417	3,687	78	424	49	4,761	19,713	60	1,652	12,488	1,505
2. Whitman Corp.											
1988	41,728	—	—	542	56	15,413	25,717	—	—	—	—
1987	34,985	—	—	975	80	12,250	21,680	—	—	—	—
3. US Shoe Corp.											
1988	35,011	25	37	1,078	35	452	33,252	—	—	—	132
1987	25,705	—	17	833	25	—	24,767	—	—	—	63

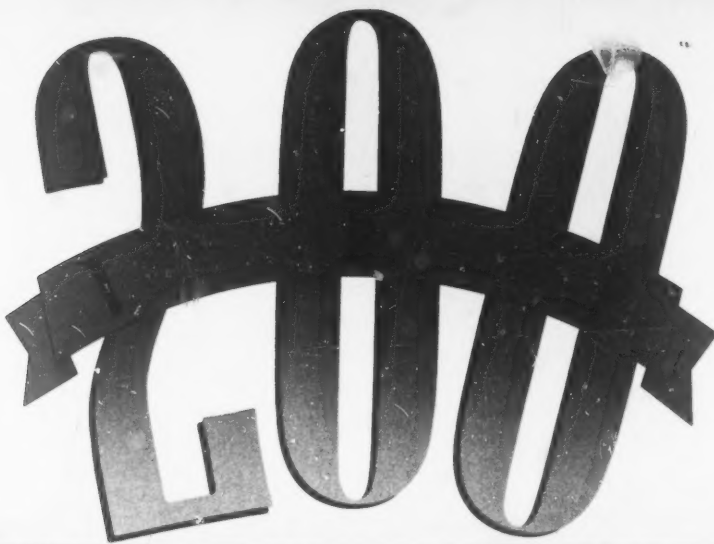
(continued)

	Nine-media total \$(000)	LNA Magazines \$(000)	LNA Newspaper supplements \$(000)	MEDIA RECORDS Newspapers \$(000)	LNA Outdoor \$(000)	BAR Network television \$(000)	BAR Spot television \$(000)	BAR Syndicated television \$(000)	BAR Cable-tv networks \$(000)	BAR Network radio \$(000)	RER Spot radio \$(000)
4. Walgreen Co.											
1988	32,111	33	—	14,013	—	—	12,306	—	—	—	5,759
1987	34,980	22	—	21,348	—	—	9,784	—	—	—	3,826
5. Jack Eckerd Corp.											
1988	24,992	357	—	3,675	172	1,195	16,908	—	1,310	—	1,375
1987	27,598	697	—	5,981	74	1,458	16,404	—	1,575	—	1,409
6. Bear											
1988	\$ 585,913	\$ 17,951	\$ 758	\$ 20,097	\$22,467	\$394,891	\$235,063	\$15,969	\$33,830	\$15,391	\$129,496
1987	533,961	21,000	270	19,598	22,483	385,765	203,724	13,151	31,552	19,698	136,732
1. Anheuser-Busch Cos. Inc.											
1988	386,344	10,115	755	8,454	5,802	203,349	71,547	9,377	21,325	15,391	40,229
1987	359,218	8,769	41	9,009	8,323	172,097	73,508	4,934	22,570	19,086	40,881
2. Philip Morris Companies Inc.											
1988	189,602	1,158	—	4,987	3,271	120,576	33,803	498	5,133	—	20,196
1987	203,263	3,559	—	4,829	3,034	120,354	39,049	2,846	5,376	53	24,163
3. Adolph Coors Co.											
1988	126,432	2,938	—	1,771	2,897	43,728	50,533	4,796	4,327	—	15,442
1987	98,819	1,671	—	1,601	3,041	54,883	23,770	2,489	1,283	8	10,073
4. Stroh Brewery Co.											
1988	41,610	368	—	753	1,455	19,973	14,048	942	1,115	—	2,956
1987	51,904	295	—	633	752	32,139	11,014	2,836	1,242	518	2,475
5. Bond Corp. Holdings Ltd.											
1988	31,124	660	—	2,692	3,319	1,497	22,956	—	—	—	—
1987	19,089	499	—	1,247	1,503	1,421	14,272	46	67	34	—
7. Food Stores											
1988	\$ 740,463	\$ 998	\$ 124	\$ 326,371	\$10,502	\$ 15,880	\$326,481	\$ 1,235	\$ 372	\$ 213	\$ 58,307
1987	780,084	1,320	159	390,637	11,107	7,836	324,522	1,235	649	207	51,404
1. American Stores Co.											
1988	96,062	262	—	47,769	1,152	—	46,879	—	—	—	6
1987	92,945	48	—	51,125	378	—	41,395	—	—	—	105
2. Kroger Co.											
1988	58,869	19	—	22,704	1,737	—	32,337	—	2	—	2,070
1987	77,464	504	119	30,183	2,871	98	40,679	—	277	—	2,733
3. Safeway Stores Inc.											
1988	47,287	257	—	28,738	524	—	16,607	—	—	—	1,116
1987	54,479	196	—	34,403	429	—	18,338	—	—	—	1,113
4. Winn Dixie Stores Inc.											
1988	37,055	250	—	9,816	139	6,240	18,714	—	364	—	1,532
1987	39,628	143	—	15,252	404	5,223	17,938	17	342	—	309
5. Vons Cos. Inc.											
1988	37,053	—	19	24,758	188	—	10,367	—	—	—	1,721
1987	33,746	—	17	22,316	133	—	9,685	—	2	—	1,593
10. Motion pictures											
1988	\$ 575,700	\$ 5,541	\$ 288	\$ 239,754	\$ 2,508	\$184,109	\$181,264	\$13,098	\$19,539	\$ 2,012	\$ 27,587*
1987	530,603	4,936	152	226,818	1,255	146,040	170,283	5,441	17,188	2,490	25,000*
1. Columbia Pictures Entertainment Inc.											
1988	85,630	355	—	23,176	17	35,658	20,069	978	2,250	971	2,516
1987	69,189	1,136	—	16,263	54	32,221	15,198	666	1,692	1,955	4
2. Warner Communications Inc.											
1988	77,218	61	88	27,834	491	21,966	21,076	2,255	2,006	—	1,441
1987	58,569	31	—	21,213	104	13,173	19,346	1,258	2,421	41	982
3. Gulf & Western Inc.											
1988	69,421	534	—	20,469	39	26,913	16,247	2,388	2,185	444	705
1987	54,164	129	—	20,634	27	11,215	21,267	174	1,855	31	511
4. Walt Disney Co.											
1988	71,151	—	—	13,595	—	14,637	34,482	1,379	1,261	—	5,797
1987	71,335	239	—	17,637	1	9,795	27,719	573	601	—	14,770
5. MCA Inc.											
1988	70,652	2,357	—	15,925	1,522	26,821	14,187	1,400	2,872	73	5,495
1987	49,383	1,269	—	11,431	730	19,701	9,256	86	2,627	52	4,231

* M&M estimates

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B R A N D S

Compiled by Brian Bagot, Steve Damiano and Veronika Ullmer

1. McDONALD'S RESTAURANTS McDonald's Corp.

	Media investments	
	1988	1987
Magazines	\$ 5,475,500	\$ 6,362,500
Natl. Sun. mags.	—	1,235,700
Network tv	245,388,500	216,017,400
Spot tv	127,951,300	128,857,400
Network radio	—	—
Spot Radio	5,158,327	4,548,500
Outdoor	6,302,200	6,595,800
Network cable	1,791,200	1,814,700
Newspapers	527,900	779,500
Natl. synd.	12,356,900	7,594,900
Total	\$404,951,827	\$373,806,400

Marketing/brand management:

Sr exec vp mktg, Paul D. Schrage
Sr vp mktg, Peter A. Nelson
Vp natl mktg, David B. Green
Asst vp media, Laurie A. Grace
Asst vp mktg & media services, Emil Teri
Vp adv, Roy Bergold

Agency: Leo Burnett Co. Inc., Chicago

Exec vp media srvc div, Willard Hadlock

Sr vp, media dir, Sally Hunter
Exec vp, client service dir, James Shymkus

Sr vp acct dir, Jerry Conner

Vp acct dir, Barry Krause

Black agency: Burrell Advertising, Chicago

Sr vp-grp dir, Linda Pharr

Vp acct supr, Alan Dinwiddie

Acct supr, Barbara Jackson
Acct exec, Lincoln Carter
Asst acct exec, Deborah Swain
Sr vp media dir, Nick Howse
Media supr, Deborah Gray
Hispanic agency: Conill, N.Y.
Exec vp-acct supr, Noah Sifuentes
Media dir, Nancy Tellet

2. BURGER KING RESTAURANTS Burger King Corp.

	Media investments	
	1988	1987
Magazines	\$ 205,800	—
Natl. Sun. mags.	—	—
Network tv	58,891,300	\$ 66,701,800
Spot tv	85,802,900	95,278,500
Network radio	—	—
Spot radio	8,903,586	4,640,497
Outdoor	970,300	1,090,000
Network cable	1,564,200	492,800
Newspapers	762,500	425,900
Natl. synd.	4,210,300	730,300
Total	\$161,310,866	\$169,359,797

Marketing/brand management:

Exec vp mktg, Tony Lavelly
Dir mkt plng srvc, Warren Ellish
Dir new prods, Melanie Wisniewski
Dir prom, Dennis Greenia
Dir adv, Chris Carroll
Dir mktg rsrch, Barry Schwartz
Dirs fld mktg, Dick Ambrose, Ed McPherson
Dir media, Denis Hitchmough
Parent: Pillsbury Co.

Agency: N W Ayer N.Y./L.A.
Exec vp-mging dir acct srvc, Dom Rossi
Sr vp-exec acct dir, Ken McCarren (fld)
Sr vp-mgmt supr, Lee Rubin (natl)
Vp-mgmt supr, Jean Cathcart, Craig Reddick, Jim Signorelli, Peter Varvara (fld)
Vp-acct supr, Alison Danis, Shari Leifer, Jack Rayher (natl)
Sr vp-mging dir media srvc, Marcella Rosen
Sr vp-exec media dir, Jane Twyon
Vp-assoc media dir, Mitch Burg
Media supr, Hugh Meenan, Steve Page, Victor Ruvolo

Minority marketing agency: UniWorld Group, N.Y.

Pres-dir acct srvc, Herb Kemp
Vp-grp adv dir, Andy Bonaparte
Vp-dir fld mktg, Micah Chandler
Acct supr, Michele Brown-Jacobs (fld)

Acct exec, Ashley Hodge

Hispanic agency:

Castor Spanish International

3. BUDWEISER BEER Anheuser-Busch, Inc.

	Media investments	
	1988	1987
Magazines	\$ 2,960,100	\$ 3,240,000
Natl. Sun. mags.	370,000	41,200
Network tv	66,022,700	49,126,100
Spot tv	29,365,800	27,172,200
Network radio	6,983,500	7,190,100



Spot radio	9,538,488	11,924,600
Outdoor	3,001,400	3,776,200
Network cable	8,228,700	9,447,600
Newspapers	4,871,100	5,877,200
Natl. synd.	2,679,000	1,978,400
Total	\$134,020,888	\$119,774,600

Marketing/brand management:

Exec vp mktg, Michael J. Roarty
Vp brand mgmt, Jack MacDonough
Vp corp media/sports mktg, Charles B. Fruit

Grp brand dir, Tom Sharbaugh

Sr brand mgr, Joe Corcoran

Prod mgrs: Jim Schumacker, Paul Stoddart

Agency: D'Arcy Masius Benton & Bowles, St. Louis

Sr vp-acct grp dir, Todd Abrams

Sr vp-mgmt supr, Jim Palumbo

Vp-acct suprs, Rich Lalley, Fred Wolter

Vp-assoc media dir, Beth Seib

Media mgr, Carol Grisham

Media planner, Carol Ozanich

Hispanic agencies: Castor Spanish International

4. FORD DEALERS

ASSOCIATION FRANCHISE

Ford Motor Division

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$ 42,100	\$ 37,900
Spot tv	84,721,100	71,594,900
Network radio	—	—
Spot radio	2,958,102	6,151,300
Outdoor	900,000	1,326,100
Network cable	—	—
Newspapers	24,962,500	14,985,200
Natl. synd.	—	—
Total	\$113,583,802	\$94,095,400

Marketing/brand management:

Dealer ad mgr, R.W. Lisenby

Parent: Ford Auto Dealers

Association

Agencies include J. Walter Thompson, Detroit

Exec vp-gm, Chuck Balestrino

Sr vp-mgmt dir, Hugh Trenkamp

Sr vp-acct dir, Mike Apple

Media supr, George Sekulidis

Note: JWT is involved with the advertising of about half of Ford's dealer associations; the other associations use their own agencies.

5. AMERICAN AIRLINES PASSENGER SERVICE

American Airlines Inc.

	Media investments	
	1988	1987
Magazines	\$ 8,271,800	\$ 4,171,700
Natl. Sun. mags.	314,300	58,000
Network tv	22,264,300	25,946,500
Spot tv	16,296,300	19,181,100
Network radio	540,800	976,200
Spot radio	25,165,300	15,318,400
Outdoor	193,500	222,100
Network cable	642,800	809,100
Newspapers	27,516,700	34,332,200
Natl. synd.	—	—
Total	\$101,205,800	\$101,015,300

Marketing/brand management:

Sr vp mktg, Michael W. Gunn

Vp sls & adv, M.A. Buckman

Mging dir adv, James Simon

Vp corp comm, Lowell C. Duncan

Mrgs adv: William E. Quackenbush,

Bruce Goodyear, Andrea Spica, Ann

White, R.S. Fisher

Mging dir sales prom, Frank J.

DiNuzzo

Mrg adv admin, Gregg Mavico

Mrg intl adv, L.C. Quintiliani

Parent: AMR Corp.

Agency: Bozell Jacobs Kenyon & Eckhardt, Dallas

Exec vp-acct dir, Paul Gold

Vp, Kate Manroe

Sr vp-mgmt supr, Patsy Tryon

Vp-research dir, Glenn Geller

6. KENTUCKY FRIED CHICKEN FOOD SERVICE

PepsiCo Inc.

	Media investments	
	1988	1987
Magazines	—	\$ 54,700
Natl. Sun. mags.	—	—
Network tv	\$ 55,805,400	68,732,200
Spot tv	39,639,600	38,138,100
Network radio	—	—
Spot radio	755,154	780,200
Outdoor	460,000	1,162,100
Network cable	367,500	893,600
Newspapers	—	—
Natl. synd.	3,495,500	3,185,800
Total	\$100,523,154	\$112,946,700

Marketing/brand management:

KFC Natl. Adv. Cooperative, Inc.

Exec dir, Phillip E. Risinger

Vp mktg dir, Michael O. Willson

Mrg adv srvc, Susan Yates

KFC Corporation

Sr vp mktg, Lawrence E. Beeson

Vp field mktg, Tom Cross

Vp mktg, Lynn Bace

Vp new products mktg, Sylvester Sosnowski

Agency: Young & Rubicam, N.Y.

Exec vp-worldwide acct dir, Jane Brite

Sr vp-Mgmt supr, Tony Pace

Vp-acct spvr, Ellen Hyde

Acct supr, Cathy Damico

Acct execs, Tom Sebok, Bill Mears

Asst acct exec, Lori Warren

Sr vp-media dir, George Sharpe

Vp-media grp supr, Rich Alcott

7. AMERICAN EXPRESS CREDIT CARD SERVICES

American Express Co.

	Media investments	
	1988	1987
Magazines	\$11,568,900	\$11,433,000
Natl. Sun. mags.	578,600	1,074,700
Network tv	51,559,900	42,236,900
Spot tv	16,131,000	21,125,200
Network radio	11,400	—
Spot radio	4,876,030	3,063,900
Outdoor	—	7,400
Network cable	1,488,100	684,100
Newspapers	10,974,800	11,439,800
Natl. synd.	1,525,000	1,689,800
Total	\$98,713,730	\$92,754,800

Marketing/brand management:

Pres consumer card grp, Kenneth

Chenault

Vp adv (personal card), Carlos

Ordenez

Exec vp-gen mgr (gold card/platinum card), John Sutphen

Vp adv (gold card), Pamela Guyot

Dir adv (gold card), Peggy Mitchell-King

Agencies: Ogilvy & Mather, N.Y.

Sr vp-grp dir, David Warden

Vp-mgmt suprs, Harold Sogard, June Blocklin

Sr vp-assoc media dir, Wilma

Epstein

Vp-asst media dir, Linda Fidelman

McCann-Erickson, N.Y.

(Gold Card)

Sr vp-mgmt rep, Ed Comiskey

Vp-mgmt supr, Linda Boothby

Sr vp-grp media dir, George Hayes

8. AT&T COMPANY GENERAL PROMOTION

American Telephone & Telegraph Co.

	Media investments	
	1988	1987
Magazines	\$12,951,200	\$17,375,800
Natl. Sun. mags.	—	56,700
Network tv	73,307,200	49,914,800
Spot tv	2,246,000	6,758,600
Network radio	385,200	3,400,700
Spot Radio*	1,729,200	1,127,400
Outdoor	—	—
Network cable	1,817,900	1,402,000
Newspapers	38,500	1,400
Natl. synd.	1,438,700	694,800
Total	\$93,913,900	\$80,732,200

Marketing/brand management:

Corp adv dir, R. Markwardt
Dir adv svcs, R.W. Watson
Corp media mgr, M. Seduski
Corp brdest mgr, D.K. Ritter
Div mgr, R.Z. Manna
District mgrs, J.R. Byrne, L.B. Urben, A.M. Winters
Staff mgrs, J. Finore, M. Thiem
Agencies: NW Ayer, N.Y.
Sr vp-exec acct dir, J. Keeler
Sr vp-mgmt supr, F. McClafferty
Vp acct supr, V. Niemann
Sr vp-exec media dir, Jane Twyon
Assoc media dir, Jay Kearney
Ogilvy Mather, N.Y. (intl)
Sr vp grp dir, G.K. O'Dea
Sr vp-mgmt supr, C. Round
Minority/college recruitment agency: Uniworld, N.Y.
Sr vp gm, H. Morales
Vp-acct supr, L. Dukette

9. WENDY'S RESTAURANTS

Wendy's International Inc.

	Media investments	
	1988	1987
Magazines	—	\$ 482,700
Natl. Sun. mags.	—	—
Network tv	\$49,308,900	46,771,900
Spot tv	31,301,800	31,666,700
Network radio	—	—
Spot radio	528,832	469,400
Outdoor	1,746,600	2,022,500
Network cable	902,400	143,000
Newspapers	162,500	318,700
Natl. synd.	2,885,400	750,200
Total	\$86,836,432	\$82,625,100

Marketing/brand management:

Exec vp, Charles Rath



10. RED LOBSTER RESTAURANTS

Red Lobster Inns of America

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$39,451,700	\$36,935,500
Spot tv	9,534,900	10,225,700
Network radio	—	—
Spot radio	34,610,000	100,900
Outdoor	219,900	263,600
Network cable	408,200	94,400
Newspapers	94,300	127,600
Natl. synd.	1,080,700	631,400
Total	\$85,399,700	\$48,379,000

Marketing/brand management:

Exec vp mktg, Mike Dimopoulos
Mgr long range media strategy, Leslie Fontenot
Parent: General Mills, Inc.
Agency: Grey Advertising, N.Y.
Exec vp, Jordan Rosuck



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11. PIZZA HUT RESTAURANTS

Pizza Hut, Inc.

	Media investments	
	1988	1987
Magazines	\$ 101,300	\$ 124,600
Natl. Sun. mags.	—	—
Network tv	24,308,900	23,529,300
Spot tv	55,383,700	54,017,100
Network radio	222,000	146,700
Spot radio	666,456	671,300
Outdoor	434,700	335,700
Network cable	907,800	4,500
Newspapers	418,300	666,100
Natl. synd.	840,100	—
Total	\$83,283,256	\$79,495,300

Marketing/brand management:

Sr vp mktg, David Novak

Sr dir adv, Steve Farley

Dir media & field mktg, Claude Caylor

Parent: PepsiCo

Agency: BBDO, N.Y.

Exec vp sr mgmt, Joe Barrett

Vp mgmt rep, Terry Davenport

Acct suprs, Liz Hilton, Sean Clarkin

Exec vp dir of media prgm, Arnie Semskey

Sr vp assoc media dir, Mike Hedge

12. BUD LIGHT BEER

Anheuser-Busch Inc.

	Media investments	
	1988	1987
Magazines	\$ 1,126,100	\$ 867,500
Natl. Sun. mags.	—	—
Network tv	41,609,900	32,736,600
Spot tv	14,539,600	16,013,500
Network radio	1,094,900	1,309,500
Spot radio	4,290,954	6,330,200
Outdoor	701,400	1,425,700
Network cable	4,765,800	5,249,600
Newspapers	317,100	284,900
Natl. synd.	1,290,700	645,100
Total	\$81,346,454	\$64,862,700

Marketing/brand management:

Exec vp mktg, Micahel Roarty

Vp brand mgmt, Jack MacDonough

Vp corp media-sports mktg, Charles B. Fruit

Grp brand dir, Tom Sharbaugh

Sr brand mgr, Joe Corcoran

Prod mgrs, Paul Stoddart, Jim Schumacher

Agency: DDB/Needham, Chicago

Vp assoc media dir, Gary Mueller

Media sup, Daniel Ziski

Media asst, Diane Pastor

Print buyer, Marie Lehan

Acct sup, Marc Leither

Acct exec, Bob Merlotti

13. OLDSMOBILE PASSENGER CARS

General Motors Corp.

	Media investments	
	1988	1987
Magazines	\$12,643,400	\$ 5,391,800
Natl. Sun. mags.	127,500	—
Network tv	42,277,600	9,529,800
Spot tv	14,081,400	1,363,700
Network radio	—	—
Spot radio	—	376,505
Outdoor	12,200	17,900
Network cable	411,100	78,000
Newspapers	9,260,300	4,959,100
Natl. synd.	146,900	137,700
Total	\$78,960,400	\$21,854,505

Marketing/brand management:

Mgr mktg res & analysis, Karen Hadel

Agency: Leo Burnett Co.

Exec vp, Jim Oates

Sr vp client svc dir, Ted Jordan (Detroit)

Acct execs (Detroit), Pam Dunn, Jim Ryan, Larry Doyle

Exec vp media svcs, Willard Hardlock

14. MILLER LITE BEER

Miller Brewing Co.

	Media investments	
	1988	1987
Magazines	—	\$ 304,100
Natl. Sun. mags.	—	—
Network tv	\$49,289,400	59,846,700
Spot tv	14,836,300	10,144,600
Network radio	—	26,400
Spot radio	9,943,100	8,382,600
Outdoor	1,127,600	886,300
Network cable	2,333,600	2,584,100
Newspapers	336,500	294,700
Natl. synd.	438,800	1,345,500
Total	\$78,305,300	\$83,815,000

Marketing/brand management:

Vp brand & promotion, Robert A. Toledo

Low calorie category dir, Tamara J. Hauck

Dir adv svcs, Robert Ward
Brand mgr, Draft Light, Kevin Tripp
Brand advg mgr, Rick Burton
Brand bus mgr, Tom Cardella
Parent: Philip Morris Cos.
Agency: Backer, Spielvogel, Bates N.Y.

Pres, Dean Scaros

Sr vp-grp dir, Frank J. Assumma

Vp-mgt rep, Paul Daniusis

Vp-acct sup, Don Moriarty

Acct sup, J.B. Raftus

Vice chairman, Stephen Leff

Media dir, Jay Schoenfeld

Assoc media dir, James Geoghegan

Hispanic Agency: Mendoza, Dillon & Asociados Inc. Newport Beach, Calif.

Vp acct svcs, Eduardo Del Rivero

Black Agency: Mingo Group

15. DELTA AIR LINES

PASSENGER SERVICE

Delta Air Lines Inc.

	Media investments	
	1988	1987
Magazines	\$ 589,300	\$ 1,046,800
Natl. Sun. mags.	—	—
Network tv	23,142,800	14,030,400
Spot tv	6,606,500	12,888,200
Network radio	—	—
Spot radio	19,154,200	19,366,500
Outdoor	1,328,500	1,359,900
Network cable	1,601,700	3,245,200
Newspapers	25,205,100	20,114,200
Natl. synd.	126,600	—
Total	\$77,754,700	\$72,051,200

Marketing/brand management:

Sr vp mktg, W.W. Hawkins

Asst vp adv & sales prom, Judy Jordan

Mgr adv, Sandy Rowan

Agency: BBDO, Atlanta

Pres ceo, Don Mitchum

Exec vp-acct sup, Jack Walz

Exec vp creative dir, Gregg Dearth

Sr vp media dir, Martin Hollinger

16. SEARS

MISCELLANEOUS BRANDS

Sears Roebuck & Co.

	Media investments	
	1988	1987
Magazines	\$ 1,005,900	\$ 1,467,200
Natl. Sun. mags.	92,000	1,010,500
Network tv	4,611,800	4,376,800
Spot tv	4,345,200	7,917,000
Network radio	12,501,000	12,458,900



Spot radio	4,715,650	3,207,584
Outdoor	315,600	289,200
Network cable	97,000	87,500
Newspapers	45,529,200	47,023,500
Natl. synd.	8,800	—
Total	\$73,222,150	\$77,838,184

Marketing/brand management:

Natl retail adv mgr, S. Scott Harding
Natl adv srvc mgr, Celeste Gosman
Mgr natl media oper, Bernie Miller
Vp mktg, Thomas Morris
Sr vp mnging mgr, Donald Holmes
Agency: Ogilvy & Mather, Chicago
(retail and catalog advertising,
network tv, network radio, spot tv
and spot radio)

Exec vp-pres, Bill Whitney
Sr vp mnging dir, Bruce Beach
Sr vp client srvc dir, Al Mager
Vp mgmt supr, Dan Delaney
Sr vp mgmt supr, Bruce Jasurda
Vp acct supr, Jeff Totaro
Sr vp media dir, Tom Bell
Vp asst media dir, Jacque O'Connor
Vp-dir network brdest, Kay Durkin
Vp assoc media dir, Marilyn Kelly
Media supr, Dave Rasmussen
Vp media supr, Dave Flockencier
Media plnrs, Roman Martens, Jill
Lamgan, JoAnn Farrington, Robin
Sprague

Vince Cullers Advertising, Chicago

Acct supr, George Boykin
Acct exec, Steve Pickett
Sr vp media dir, Jeff Cullers
Media dir, Ed Renno
**Mendoza, Dillon & Asociados
Inc., Newport, Ca.**
Acct exec, Marta Derdes

17. AT&T LONG DISTANCE

(Domestic, residential)

**American Telephone
& Telegraph Co.**

	Media investments	
	1988	1987
Magazines	\$14,907,500	\$14,175,600
Natl. Sun. mags.	1,841,600	1,575,000
Network tv	21,476,100	32,826,000
Spot tv	17,459,500	5,462,100
Network radio	9,996,500	5,900,500
Spot radio	607,229	—
Outdoor	—	7,700
Network cable	3,101,100	2,707,000
Newspapers	(no data)	6,917,200*
Natl. synd.	2,733,700	2,627,000
Total	\$73,123,200	\$72,198,100

*M&M estimates

Marketing/brand management:

Adv dir, K. M. Armstrong
Adv mgrs: Jane Kleban, Stephen
Block, Bruce Carlson
Dir consumer mkt mgr, J. Ryan
**Agency: Young & Rubicam, New
York**

(special long distance srvs)

Sr vp-grp dir, Mort Lowenstein

Sr vp-mgmt supr, Barbara Jack

Vp mgmt supr, Jonas Wagner

NW Ayer, New York

(domestic consumer long distance)

Exec vp-mnging dir, acct srvc, David
Gantman

Sr vp-mgmt supr, Anne MacDonald

**Ogilvy & Mather Direct (domestic
consumer long distance)**

Sr vp-mnging dir, Shelley Lazarus

Vp-exec acct dir, Cynthia Grant

Hispanic markets agency:

Bermudez & Assoc., L.A.

Chmn-ceo, Eduardo Bermudez

Puerto Rico Agency:

Marti Flories Prieto & Wachtel

Chmn-ceo, Enrique Marti-Coll

18. UNITED AIRLINES

PASSENGER SERVICE

United Air Lines, Inc.

	Media investments	
	1988	1987
Magazines	\$ 7,687,000	\$ 7,057,700
Natl. Sun. mags.	187,000	67,600
Network tv	39,842,500	30,117,400
Spot tv	10,828,600	11,072,000
Network radio	4,061,000	1,829,800
Spot radio	7,126,337	7,497,300
Outdoor	101,300	59,800
Network cable	1,918,200	1,482,600
Newspapers	187,000	15,507,100
Natl. synd.	—	—
Total	\$71,937,937	\$74,691,300

Marketing/brand management:

Exec vp mktg & plng, John R.

Zeeman

Vp adv, John Ruhaak

Dir adv, Bill Alenson

Mgr, Bill Groundwater

Parent: United Air Lines Corp.

**Agency: Leo Burnett Co. Inc.,
Chicago**

Sr vp-acct dir, Jim Thompson

Vp acct supr, Steve Crawford

Vp-acct supr, John Goad

Acct supr, Wendy Peters

Exec vp media srvc div, Willard

Hadlock

Vp media dir, Mary Ann Cycyota

Asst media dir, Stephanie Massler

19. SEARS HOUSEHOLD ITEMS

Sears Roebuck & Co.

	Media investments	
	1988	1987
Magazines	\$ 819,900	\$ 3,018,300
Natl. Sun. mags.	139,000	714,600
Network tv	6,107,700	332,000
Spot tv	1,926,000	34,900
Network radio	13,962,900	14,866,400
Spot radio	2,875,825	2,726,157
Outdoor	18,300	9,600
Network cable	190,300	400
Newspapers	45,521,400	49,568,400
Natl. synd.	18,300	—
Total	\$71,579,625	\$71,270,757

Marketing/brand management:

Vp mktg, Thomas Morris

Mgr admin & oper, William Cora

Natl rtl adv mgr, S. Scott Harding

Creative dir retail adv, Celeste

Gosman

Mgr retail ad svc, Ed Ehorn

Mgr natl media oper, Bernie Miller

Mgr retail media oper, Skip

Westerhold

Electronic proj dir, Robert Zechel

Agencies: Ogilvy & Mather,

Chicago

(retail and catalog advertising,
network tv, network radio, spot tv
and spot radio)

Pres, Bill Whitney

Sr vp mnging dir, Bruce Beach

Sr vp client srvc dir, Al Mager

Vp mgmt supr, Dan Delaney, Bruce

Jasurda

Acct supr, Jeff Totaro, Ann Rother,

Chuck Otto, Ole Riise, Brian Kelly

Sr vp media dir, Tom Bell

Assoc media dir, Jacque O'Connor

Dir natl bdest, Kay Durkin

Vp assoc media dir, Marilyn Kelly

**Mendoza Dillon & Assoc., Newport
Beach, Calif.**

Vp acct supr, Marta Perdes-Gerdes

Vince Cullers Advertising, Chicago

Acct supr, George Boykin

Sr vp media dir, Jeff Cullers

Media dir, Ed Renno





20. HYUNDAI EXCEL

Hyundai Motor America

	Media investments	
	1988	1987
Magazines	\$ 7,335,600	\$ 7,815,600
Natl. Sun. mags.	24,600	—
Network tv	32,483,300	12,774,200
Spot tv	21,605,900	29,046,600
Network radio	—	—
Spot radio	7,445,400*	—
Outdoor	—	—
Network cable	458,300	—
Newspapers	258,100	853,000*
Natl. synd.	1,186,700	—
Total	\$70,797,900	\$50,489,400

*M&M estimates

Marketing/brand management:

Group vp, sls & mktg, Greg Warner
Vp, mktg, Jack Collins
Natl adv mgr, Joe Corey
Dealer assoc & media mgr, Bruce Goren

Agency: Backer Spielvogel Bates, Irvine, Calif.

Sr vp-mgmt rep, Harry Grusche
Vp-acct sup, Bob Svete
Vp-acct dir, Michael Russell (NY)
Acct sup, merchandising, Paula Dyba
Sr vp, grp media dir, Charles Rutman (NY)

21. TACO BELL RESTAURANTS

Taco Bell Corp.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$ 5,497,600	\$ 6,224,500
Spot tv	58,660,200	56,324,000
Network radio	—	—
Spot radio	5,321,000	4,436,300
Outdoor	351,000	492,000
Network cable	305,200	—
Newspapers	118,600	44,900
Natl. synd.	—	—
Total	\$70,253,600	\$67,491,900

Marketing/brand management:

Sr vp mktg, Timothy J. Ryan
Vp mktg, George Reynolds
Dir media svcs, Keith Landau
Mrg media svcs, Emily Adelman
Assoc mgr media svcs, Mary Panus
Div dirs mktg, Craig Held, David Brooker, Joel Oberman
Vp mktg svcs, Peter McNally
Vp mktg dev, Karen Eadon
Parent: PepsiCo

Agency: Tracy-Locke, L.A.
Exec vp mgmt rep, Dan Michele
Sr vp acct supr, Ken Gal
Vp assoc media dir, Walter Atkinson

22. PEPSI-COLA

PepsiCo

	Media investments	
	1988	1987
Magazines	\$ 301,200	\$ 105,300
Natl. Sun. mags.	93,500	—
Network tv	21,164,400	9,482,900
Spot tv	38,603,300	42,783,100
Network radio	—	—
Spot radio	5,651,200	5,832,400
Outdoor	1,303,400	1,804,200
Network cable	729,000	1,616,600
Newspapers	1,547,500	3,092,800
Natl. synd.	93,100	64,800
Total	\$69,486,600	\$64,782,100

Marketing/brand management:

Exec vp mktg & natl sales, Mike Lorelli
Dir advg, Peter Foulds
Vp media, Rick Rock
Assoc media dir, Mary Ann Power
Agency: BBDO, N.Y.
Sr vp mgmt rep, Bill Katz
Vp acct supr, Jeff Mordos
Exec vp dir media svcs, Arnie Semskey
Sr vp dir media plng svcs, Mike Drake
Sr vp dir network tv & prog, Steve Grubbs
Sr vp-assoc media dir, Ivan Becker
Sr vp assoc network dir, Stu Shlossman
Media suprs, Rene Goldmuntz, Donna White
Media plnr, Claudia Ryan
Network supr, Karen Levin
Minority Agency: Shiboney Advertising, N.Y.
Gm, Roger Pisani
Vp acct supr, Carla Trum
Acct exec, Melissa Quinoy
Vp media dir, Meg Bernot
Media supr, Joe Pena

23. TOYOTA DEALERS ASSOCIATION FRANCHISE

Toyota Motor Corp.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	\$64,716,800	\$47,452,200
Network radio	—	—
Spot radio	2,237,798	2,159,800
Outdoor	7,100	11,000
Network cable	—	—
Newspapers	2,463,000	980,300
Natl. synd.	—	—
Total	\$69,424,698	\$50,603,300

Marketing/brand management:

Vp strat plng & mktg (Toyota), George Borst
Corp mktg mgr (Toyota), David Danzer
Adv mgr (TDA), Leo Parente
Adv mgr (trucks), Don Cecconi
Adv admin (TDA), Joy Greenlee
Agency: Saatchi & Saatchi DFS, Torrance
Vp acct supr internal oper., Pat Wong
Vp bus dev mgr, Monte Zator
Exec vp mgmt dir retail div (TDA), Bob Cormier

24. COCA-COLA CLASSIC

Coca-Cola USA

	Media investments	
	1988	1987
Magazines	\$ 268,300	\$ 323,300
Natl. Sun. mags.	—	—
Network tv	36,054,900	15,743,600
Spot tv	19,095,700	13,302,600
Network radio	146,500	390,900
Spot radio	3,118,522	2,067,900
Outdoor	60,800	69,500
Network cable	1,655,500	1,380,500
Newspapers	2,656,400	1,300,300
Natl. synd.	5,247,900	2,377,000
Total	\$68,304,622	\$36,955,600

Marketing/brand management:

Vp-dir mktg planning, Michael Beindorff
Grp brand dir, sugar colas, Donald Lenehan
Assoc brand mgr, Nancy Gibson
Dir consumer research, Jerry Payne
Vp-Black & Hispanic mktg, Chuck Morrison



Dir mktg srves, Ty Taylor
 Vp corp media dir, William H. Lynn
 Dir of media, C-C USA, Chris Gagen

Agency: McCann-Erickson, N.Y.

Exec vp-gen mgr, Gene O'Sullivan

Vp-acct supr, Gunnar Wilnot

Acct execs, Bill Grogan, Kristine Swanson

Exec vp-worldwide media srves, Gordon Link

Exec vp-natl media dir, Ira Carlin

Sr vp-plng mgr, George Hayes

Vp-assoc media dir, Kevin Markson

Vp-media grp head, Ray Moorehead

Vp-worldwide coor, Ron Hatcher

Media plnr, Robert Patton

Worldwide coors, Bill Van Ingen

Liz Samurovich

Black agency: Burrell Advertising

Sr vp-gm, Sarah Burroughs

Vp-acct supr, Neva Richardson

Vp-media dir, Nick Howse

Media supr, Michelle Garner

Hispanic agency: Castor Spanish International

Pres, Castor Fernandez

Acct exec, Larry Galindo



Po-Boys?

Coca-Cola Classic increased its ad expenditures over \$32 million in 1988.

25. CHEVROLET DEALERS ASSOCIATION FRANCHISE

Media investments
 1988 1987

Magazines		
Natl. Sun. magz.		
Network tv		
Spot tv	\$57,522,300	\$39,937,400
Network radio		
Spot radio	1,610,135	429,400
Outdoor		1,200
Network cable	14,000	
Newspapers	5,382,300	44,171,800
Natl. synd.		
Total	\$64,628,735	\$44,539,800

Marketing brand management:

Chevrolet Div., General Motors;
 Gen mgr, J.C. Perkins

Gen sales & srvc mgr, Robert W. Starr

Gen mktg mgr, Michael H. Erdman

Not quite. Even the man on the street can eat like a king in New Orleans. Whether the fare is a po-boy sandwich or blackened red-fish, New Orleanians add a rich, unique flavor to the words "home cooking."

So it's not suprising that New Orleanians spend a higher percentage of their income on food than city dwellers anywhere else in the United States.* If you'd like an introduction to these insatiable appetites, call Lester Key at (504) 826-3000.

* Source: Department of Economics and Business Research, Southeastern Louisiana University

The Times-Picayune's Weekly Coverage of the New Orleans Food Market:

Grocery Shoppers	
Past 7 Days	94%
Adults Who Spend	
\$100 Or More	
A Week On Food	91%

Source: Belden CMS, Mar.-Dec. 1988



The Times-Picayune



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Asst gen sales mgr, Edd K. Roggenkamp III
Mktg mgrs, Steve D. McAvoy (passenger cars), Frank F. Raine (trucks)
Mgrs adv: Danielle K. Collier (passenger cars), Candace Robbins (trucks)
Dir area mktg, Jeff P. Huribert
Parent: General Motors Corp. Dealers Assoc.
Agencies: Various
Chosen by 157 dealer associations nationwide

26. MICHELOB BEER

Anheuser-Busch, Inc.

	Media investments	
	1988	1987
Magazines	\$ 1,447,700	\$ 1,098,400
Natl. Sun. mags.	—	—
Network tv	39,171,600	34,076,000
Spot tv	6,085,600	6,807,100
Network radio	4,825,700	6,942,300
Spot radio	2,041,200	2,128,300
Outdoor	190,600	536,700
Network cable	3,983,600	3,485,500
Newspapers	2,416,700	948,000
Natl. synd.	3,133,900	1,238,500
Total	\$63,296,600	\$57,261,100

Marketing/brand management:
Exec vp dir mktg, Michael J. Roarty
Vp brand mgmt, Jack MacDonald
Vp corp media/sports mktg, Charles B. Fruit
Grp brand dir, Robert Goughenour
Sr brand mgr, Peter C. Rozzell
Prod mgr, Anne E. Suppiger
Agency: DDB/Needham
Worldwide, Chicago
Acct supr, Jack Rooney
Acct exec, Alan Cohen
Asst acct exec, Jeri Davis
Sr vp-grp acct dir, John Greening
Vp-assoc media dir, Geoffrey McClelland
Media supr, Matt Langan
Media plnr, Jennifer Adamson
Asst media plnr, Karen Kawking
Hispanic Agency: Castor Spanish International Inc.

**The index to
the Top 200
can be found
on page 43.**

27. CIRCUIT CITY STEREO STORES

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	\$ 19,600	—
Network tv	—	—
Spot tv	30,942,400	\$26,353,700
Network radio	—	—
Spot radio	2,800	—
Outdoor	—	—
Network cable	6,600	—
Newspapers	29,653,500	25,123,500
Natl. synd.	—	—
Total	\$60,624,900	\$51,477,200

Marketing/brand management:
Corp ad dir, Greg Jones
Agency: Circuit City Advertising
Exec vp, W.D. Rivas
Media mgr, Carol Stant

28. MILLER GENUINE DRAFT BEER

Miller Brewing Co.

	Media investments	
	1988	1987
Magazines	\$ 42,800	\$ 929,400
Natl. Sun. mags.	—	—
Network tv	44,213,300	45,065,200
Spot tv	8,258,300	4,411,200
Network radio	—	26,400
Spot radio	4,086,800	4,651,400
Outdoor	300,000	4,700
Network cable	2,046,700	1,930,100
Newspapers	—	—
Natl. synd.	11,800	1,312,600
Total	\$58,959,700	\$8,331,000

Marketing/brand management:
Vp brand & prom, Robert Toledo
Premium cat dir, Scott C. Steward
Brand mgr, Ralph Kytan
Dir adv svcs, Robert Ward
Asst brand mgr, Rob Olejniczak
Parent: Philip Morris Co.
Agency: Backer Spielvogel Bates, N.Y.
Pres, Dean Scaros
Vp mgmt rep, Tom Cotton
Vp acct supr, Andrew Rider
Acct execs, Laura Sawyer, Bob Sacco
Asst acct exec, Chip Telerico
Vice chmn, Steve Leff

Media dir, Jay Schoenfeld
Vp grp media dir, Bill McCarron
Media supr, Dave Kupiec
Black Agency: Mingo-Jones Advertising
Hispanic Agency: Mendoza, Dillon Asociados, Newport Beach, Calif.

29. MACY'S HOUSEHOLD ITEMS

Macy Acquiring Corp.

	Media investments	
	1988	1987
Magazines	\$ 261,800	\$ 86,300
Natl. Sun. mags.	49,100	97,700
Network tv	—	—
Spot tv	2,125,100	2,992,100
Network radio	—	—
Spot radio	264,440	276,400
Outdoor	—	—
Network cable	—	—
Newspapers	55,225,800	53,603,800
Natl. synd.	—	—
Total	\$57,926,240	\$57,056,300

Marketing/brand management:
Sr vp sls & prom, Rosanne Cooper
Mktg dir brdct, Howard Adler
Prod admin, Joe Civitillo
Agency: In-House

30. COORS LIGHT BEER

Adolph Coors Co.

	Media investments	
	1988	1987
Magazines	\$ 1,090,500	\$ 446,200
Natl. Sun. mags.	—	—
Network tv	24,615,200	23,100,600
Spot tv	21,168,700	8,762,200
Network radio	—	—
Spot radio	5,157,700	3,165,800
Outdoor	483,900	593,900
Network cable	2,088,500	532,300
Newspapers	217,500	110,700
Natl. synd.	2,427,900	1,264,500
Total	\$57,249,900	\$37,976,200

Marketing/brand management:
Exec vp sales & mktg, Robert A. Recholtz
Vp brand mktg, Gary Naifeh
Brand dir, June Smith
Brand mgr, Bob McBride
Vp intl mktg devel, Rob Klugman
Agency: Foote, Cone & Belding, Chicago
Sr vp-grp acct dir, Dan Fox
Vp mgmt dir, Dave Sollitt
Acct dir, Tom Hollerbach



Acct execs, Patrick Conboy, Charles Wickman, Dan Zigulich
Sr vp media, Fred Wray
Vp-grp media dir, Kent Vlautin
Media suprs: Mary Salmich, Judith Salas, Mark Dominiak
GSD&M, Austin, TX
Chmn, Steve Gurasich
Sr vp, Chuck Grady
Dir Hispanic srves, Raoul Rodriguez
Corp & pub affairs dir, Hank Olguin
Vp-assoc media dir, Tina Williamson

31. TRUE VALUE STORES

Cotter & Co.

	Media investments	
	1988	1987
Magazines	\$ 5,041,400	\$ 3,687,100
Natl. Sun. mags.	838,300	78,000
Network tv	9,501,400	4,761,200
Spot tv	18,305,100	19,712,700
Network radio	18,283,600	12,488,100
Spot radio	1,258,700	1,505,000
Outdoor	69,800	49,100
Network cable	1,785,900	1,652,100
Newspapers	471,100	423,900
Natl. synd.	157,000	60,200
Total	\$55,712,300	\$44,417,400

Marketing/brand management:

Gen merch mgr, Jerry Thompson

Agency: Home Products Marketing Association (In-House)

Sls prom mgr, Harry Adams

Adv mgr, Gary Coppinger

32. DIET COKE SOFT DRINK

Coca-Cola USA

	Media investments	
	1988	1987
Magazines	\$ 1,059,100	\$ 631,000
Natl. Sun. mags.	—	—
Network tv	32,897,500	18,748,900
Spot tv	13,574,000	11,733,000
Network radio	135,200	54,400
Spot radio	2,394,372	1,923,400
Outdoor	84,000	54,400
Network cable	1,334,000	1,157,300
Newspapers	361,200	182,300
Natl. synd.	3,667,900	2,917,800
Total	\$55,507,272	\$37,404,800

Marketing/brand management:

Vp & dir mktg planning, Michael Beindorff

Grp brand dir diet colas, Jayar Daily

Brand mgr, Jan Spring

Asst brand mgr, Steve Moore

Dir of media, Chris Gagen

Parent: Coca-Cola Co.

Agency: Lintas: New York

Exec vp, F. Stone Roberts

Sr vp-mgmt supr, Phil Crosland

Sr vp-acct supr, Becky Broers

Sr vp-mgr media plng, Dave Platt

Exec vp-dir media svcs, Louis M. Schultz

Vp-assoc media dir, Sharon Menking

Asst media dir, Lloyd Weber

Media plnr, Sheri Elias

Black agency: Burrell Advertising

Sr vp-gm Sarah Burroughs

Vp-acct exec, Neva Richardson

Vp-media dir, Nick Howse

Media supr, Michelle Garner

Hispanic agency: Castor Spanish International

33. PONTIAC GRAND PRIX

Pontiac Motor Division

	Media investments	
	1988	1987
Magazines	\$ 6,978,200	—
Natl. Sun. mags.	560,100	—
Network tv	34,158,300	—
Spot tv	3,914,500	—
Network radio	—	—
Spot radio*	1,119,100	—
Outdoor	318,300	—
Network cable	756,500	—
Newspapers	4,115,400	—
Natl. synd.	822,000	—
Total	\$52,742,400	—

*M&M estimates

Marketing/brand management:

Gm. J. Michael Losh

Gen sls & svc mgr, E.M.

Schlesinger

Dir mktg, E.H. Smith

Natl & dlr adv, T.J. Maloney

Dir mktg grp mrgs, L.K. Anderson,

Jeff Fernandez

Parent: General Motors Corp.

Agency: DMB&B, Bloomfield Hills, Mich.

Sr vp mgmt supr, Mark Gjovik

Acct mgr, Pat Brown

Acct suprs, Mike Valant, Art Pepin

Sr acct exec, Richard Halladay

Acct execs, Terry Reed, Bob

Nicholls, Jim Holman,

Steve Brown, Michael Talovich

Acct coor, Mary Murphy

Sr vp dir media svcs, George Rogers

Vp media dir, Jim Gagen

34. EASTERN AIR LINES

PASSENGER SERVICE

Eastern Air Lines Inc.

	Media investments	
	1988	1987
Magazines	\$ 870,200	\$ 1,445,500
Natl. Sun. mags.	—	131,800
Network tv	43,900	29,400
Spot tv	5,836,300	5,154,200
Network radio	—	—
Spot radio	4,876,700	9,875,800
Outdoor	475,600	504,400
Network cable	28,000	28,900
Newspapers	40,325,000	30,139,800
Natl. synd.	—	19,000
Total	\$52,455,700	\$47,328,800

Marketing/brand management:

Vp mktg, George Brennan

Mgrs, Robert A. Wolf (vacation

adv), Linda Collins (bus adv), Robert

J. Bauer (sales prom)

Parent: Texas Air Corp.

Agency: Lintas: Campbell-Ewald

Sr vp dir, Robert F. Henry

Vp acct suprs, T. Steele, D. McAfee

Exec vp dir media svcs, Louis M. Schultz

Sr vp media mgr, Howard Zoss

Exec vp, Joseph Karle

Sr vp assoc mgmt suprs, Warren

Ruden, Glenn Marrichi, Fernando

Bonet

35. FEDERAL EXPRESS

Federal Express Corp.

	Media investments	
	1988	1987
Magazines	\$ 5,330,700	\$ 658,900
Natl. Sun. mags.	—	—
Network tv	31,698,300	4,049,900
Spot tv	12,517,300	1,127,800
Network radio	—	—
Spot radio	1,043,000	565,300
Outdoor	—	—
Network cable	64,300	7,400
Newspapers	1,760,700	880,000
Natl. synd.	18,000	—
Total	\$52,432,300	\$6,289,300

Marketing/brand management:

Sr vp mktg, Carole Presley

Vp Express mktg, Mike Glenn

Agency: Fallon McElligott,

Minneapolis

Media dir, Scott Butler

Media strats, Hal Carlson, Coleman

Steele

Acct supr, Eric Block

36. CONTINENTAL AIRLINES PASSENGER SERVICES Texas Air Corp.

	Media investments	
	1988	1987
Magazines	\$ 1,341,600	\$ 732,000
Natl. Sun. mags.	220,800	243,400
Network tv	—	13,000
Spot tv	5,451,900	5,976,800
Network radio	—	—
Spot radio	1,618,200	5,066,500
Outdoor	805,600	680,000
Network cable	160,400	122,600
Newspapers	41,296,900	35,331,200
Natl. synd.	—	—
Total	\$50,895,400	\$48,165,500

Marketing/brand management:

Exec vp mktg, John Nelson
Sr vp mktg, Jim O'Donnell
Sr dir mktg, Richard Metzner
Dir mktg, Vivian Caudle
Parent: Texas Air Corp.
Agency: NW Ayer Inc.
Sr vp media dir, Allen Brivic
Intl media plnr, Tim Jones
Sr vp-gm, William Stabile
Mgmt suprs, Tom Rudy, Carolyn White

**The Pontiac
Grand Prix pulls
into the Top 200
at number 33;
the Import LeMans
at number 82.**

37. OLDSMOBILE DEALERS ASSOCIATIONS

	Media investments	
	1988	1987
Magazines	—	\$ 17,200
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	\$45,624,100	37,145,700
Network radio	—	—
Spot radio	378,700	7,300
Outdoor	—	36,300
Network cable	—	—
Newspapers	4,844,300	3,028,400
Natl. synd.	—	—
Total	\$50,847,100	\$40,234,900



Marketing/brand management:

Gm, W.W. Lane
Gen sls & svcs mgr, D.E. Lahti
Gen mktg mgr, W.E. Christell
Dir field mktg, R.B. Jarboe
Adv mgr, G.W. Card
Dir field & consumer mktg, R.L. Ross
Strategic mktg mgr, R.J. Billings
Parent: General Motors Corp.
Agencies: Various

38. U.S. ARMY RECRUITING U.S. Army Recruiting Command

	Media investments	
	1988	1987
Magazines	\$ 5,682,100	\$ 7,617,900
Natl. Sun. mags.	—	—
Network tv	26,325,000	24,892,000
Spot tv	8,300	5,500
Network radio	6,542,600	8,976,700
Spot radio	5,440,400	6,161,400
Outdoor	4,700	2,700
Network cable	1,998,100	2,636,100
Newspapers	2,336,000	1,145,300
Natl. synd.	2,498,900	1,970,000
Total	\$50,837,100	\$53,407,600

Marketing/brand management:

Adv & sls prom dir, Col. David Fabian
Deputy dir for acquisition, Thomas Evans
Deputy dir ops, adv & sls prom, Lt Col Ronald L. Morsch
Chief, media & dist. Maj Greg McGuckin
Agencies: Young & Rubicam, N.Y.
Exec vp grp dir, John Glorieux
Sr vp mgmt supr, Bill Green
Vp mgmt supr, Clark Brooks
Grp media supr, Bruce Wager
Media plng suprs: Kerry Dyer, Sara Barrack, Carole Walker
Sr counselor, P.R., Ed Menninger
Dir of promotion, Chuck Windsor
Wunderman Worldwide, N.Y.
Direct Marketing:
Vp mgmt supr, Phil Cheevers
Vp assoc media dir, Karen Harris
Media plng supr, Roberta Haber



39. MIDAS MUFFLER & BRAKE SHOPS Midas International Corp.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$15,412,800	\$12,250,600
Spot tv	25,716,700	21,680,200
Network radio	—	—
Spot radio	7,459,700	6,307,700
Outdoor	55,500	80,300
Network cable	—	—
Newspapers	542,200	974,800
Natl. synd.	—	—
Total	\$49,186,900	\$41,293,600

Marketing/brand management:

Sr vp franchise oper & mktg, Russ Richards
Vp mktg, Ralph Linder
Adv mgr, Karen Greco
Adv svcs mgr, Dan Hull
Parent: Whitman Corp.
Agency: Wells, Rich, Greene, Chicago
Pres, Larry Singer
Exec vp-dir client svcs, Lee Landon
Vp natl acct supr, Earl Arnold
Sr vp dir fld svcs, Stan Flaum
Sr vp media dir, Jill Cassorla
Assoc media dirs, Constance MacTaggart, Gwendolyn Kelly

40. CHEVROLET COMPACT TRUCKS Chevrolet Motor Division

	Media investments	
	1988	1987
Magazines	\$11,701,100	\$11,837,500
Natl. Sun. mags.	1,844,000	1,274,000
Network tv	25,209,000	22,705,100
Spot tv	4,303,200	5,380,300
Network radio	257,200	2,028,700
Spot radio*	1,046,600	1,114,400
Outdoor	—	—
Network cable	486,100	853,300
Newspapers	3,103,200	3,187,500
Natl. synd.	506,800	941,500
Total	\$48,497,200	\$49,322,300

*M&MD estimates

Marketing/brand management:

Gm, J.C. Perkins
Gen sls & svcs mgr, Robert W. Starr
Gen mktg mgr, Michael H. Erdman
Dir area mktg, Jeffrey P. Hurlbert
Asst gen sls mgr, Edd K.



Roggenkamp III

Mktg mgr-trucks, Frank F. Raine
Mgr truck advg, Candace Robbins

Parent: General Motors Corp.

Agency: Lintas/Campbell-Ewald,
Detroit

Exec vp client svc dir, Anthony J.
Hopp

Sr vp, Dennis G. Connaughton

Grp sr vp grp mgmt suprs, John A.

Barczyk (trucks), Ronald D. Geskey
(area mktg)

Exec vp media svcs dir, Louis M.
Schultz

Grp sr vp assoc media dir, Robert J.
Gervason

Sr vp grp media dir print, Karen
Ritchie

Sr vp grp media dir brdcast, Judith E.
Sawyer

Sr vp dir natl brdcast media, Barbara
A. Munro

Sr vp mgr local mkt media, Robert I.
Mitchell II

Vp media suprs (area mktg), John A.
Winkelseth, Bruce Weber, Caryn

Gray

Patricia L. Sharp (natl)

41. DIET PEPSI SOFT DRINK PepsiCo Inc.

	Media investments	
	1988	1987
Magazines	\$ 363,300	—
Natl. Sun. mags.	—	—
Network tv	18,842,900	\$ 5,411,700
Spot tv	25,077,300	29,377,000
Network radio	123,600	—
Spot radio	2,076,100	2,081,600
Outdoor	28,600	56,600
Network cable	285,000	512,200
Newspapers	1,221,100	226,800
Natl. synd.	179,800	76,800
Total	\$48,198,000	\$37,742,700

Marketing/brand management:

Exec vp mktg & natl sales, Mike
Lorelli

Vp colas Judy Fearing

Dir adv, Peter Foulds

Vp media, Rich Rock

Assoc media dir, Mary Ann Power

Agency: BBDO, New York

Sr vp-mgmt rep, Bill Katz

Exec vp-dir media svcs, Arnie

Semsky

Sr vp-dir media plng svcs, Mike

Drake

Sr vp-dir network tv & prog, Steve

Grubbs

Sr vp-assoc media dir, Ivan Becker

Vp-acct supr, Andy Russem

Sr vp-assoc network dir, Stu
Shlossman

Media suprs: Rene Goldmuntz,
Donna White

Media plnr, Claudia Ryan

Network supr, Karen Levin

Hispanic agency: Siboney

Gen mgr, Roger Pisani

Vp-acct supr, Carla Trum

Acct exec, Melissa Quinoy

Vp-media dir, Meg Bernot

Media supr, Joe Pena

42. TWA AIR LINES PASSENGER SERVICE

	Media investments	
	1988	1987
Magazines	\$ 3,436,400	\$ 3,666,200
Natl. Sun. mags.	142,400	136,500
Network tv	120,600	45,200
Spot tv	14,471,500	15,473,300
Network radio	—	—
Spot radio	1,711,000	1,744,500
Outdoor	273,700	193,400
Network cable	108,500	200
Newspapers	27,646,300	24,365,200
Natl. synd.	183,800	390,600
Total	\$48,094,200	\$46,015,100

Marketing/brand management:

Vp mktg, Robert W. Mann, Jr.

Staff vp bus mktg, David Thomas

Staff vp advg, Tracy T. Britton

Dir prom mktg, Kathleen Trepper

Parent: Trans World Air Lines

Agencies: Young & Rubicam, N.Y.

Sr vp, grp dir, Bob Donahoe

Vp mgmt supr, Roger Chiocchi

Sr vp media dir, Ira Tumpowsky

Sr vp grp supr, Joe Mannix

43. TOYOTA COMPACT TRUCKS Toyota Motor Corp.

	Media investments	
	1988	1987
Magazines	\$ 5,795,400	\$ 3,188,600
Natl. Sun. mags.	—	—
Network tv	19,716,000	11,297,900
Spot tv	17,425,700	17,552,300
Network radio	—	—
Spot radio	1,498,500	1,195,200
Outdoor	—	615,000
Network cable	912,900	810,600
Newspapers	267,000	559,500

Natl. synd.	2,381,200	749,100
Total	\$47,996,700	\$35,968,200

Marketing/brand management:

Vp-corp mktg mgr, George Borst

Natl adv mgr, David Pelliccioni

Adv mgr trucks, Don Cecconi

Agency: Saatchi & Saatchi DFS/
Pacific, Torrance, Calif.

Vice chmn exec mgmt dir, Joe
Cronin

Sr vp grp acct supr, David Doyle

Acct supr, Dixon Head

Sr vp media dir, Richard Weigand

Vp assoc media dir, Katherine Jaris

PepsiCo has three brands in the list this year.

44. K MART MISCELLANEOUS BRANDS (multi-product ads not fitting in other LMA categories) K Mart Corp.

	Media investments	
	1988	1987
Magazines	\$ 7,339,500	\$ 9,108,100
Natl. Sun. mags.	445,400	991,700
Network tv	10,902,500	2,560,600
Spot tv	9,302,800	7,014,200
Network radio	1,416,800	5,179,600
Spot radio	2,229,100	3,696,000
Outdoor	104,500	99,600
Network cable	189,800	313,600
Newspapers	14,854,700	15,281,700
Natl. synd.	633,600	369,500
Total	\$47,418,700	\$44,614,500

Marketing/brand management:

Vp dir mktg, M. G. Wellman

Dir adv, G. K. Habeck

Agency: Ross Roy, Detroit

Exec vp-dir retl oper, Peter C.
Vetowich

Sr vp-grp mgmt supr, Roger

Sherman

Sr vp-grp acct supr, Lawrence R.

Haddock

Vp-acct supr, Lissa K. Papizan

Sr vp dir mktg svcs, Gerald N.

Moody

Vp-grp media dirs: Alfred A. Duz

(print), Patricia Cuda (bdcast)

Media plnr, Ellen Wright



45. CHEVROLET PASSENGER CARS

General Motors Corp.

	Media investments	
	1988	1987
Magazines	\$ 4,973,400	\$ 1,443,800
Natl. Sun. mags.	—	—
Network tv	\$16,102,200	8,971,700
Spot tv	1,793,100	977,000
Network radio	1,266,400	—
Spot radio	3,991,213	7,110,884
Outdoor	396,600	99,800
Network cable	526,900	315,700
Newspapers	17,828,300	11,858,800
Natl. synd.	446,600	—
Total	\$47,284,713	\$30,777,684

Marketing/brand management:

Mgr adv pass cars, Danielle Colliver
Mktg mgr pass cars, Steve D. McAvoy

Gen mktg mgr, Mike Erdman
Natl mgr pass car merch, John C. Burrow

Agency: Lintas:Campbell-Ewald, Warren, Mich.

Sr vp grp dir, Tom THompson
Sr vp grp acct supr, Michael J. Ryan
Acct supr, David Scott, Pete Rentschler, Tim Keaton
Media dir, Louis M. Shultz
Grp sr vp assoc media dir, Robert Gervason

Vp assoc media dir, Catherine Curry
Sr vp grp media dir print, Karen Ritchie

Sr vp grp media dir brdcast, Judith E. Sawyer

Sr vp dir natl brdcast media, Barbara A. Munroe

Sr vp dir local media, Robert I. Mitchell

Vp assoc media dir (natl), Pat Sharp

Vp assoc media dirs (area mktg), John A.

Winkelseth, Bruce Weber, Caryn Gray

46. LUCKY FOOD STORES

American Stores Co.

	Media investments	
	1988	1987
Magazines	\$ 239,600	\$ 16,700
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	15,597,100	12,261,700
Network radio	—	—
Spot radio	8,696,902	—
Outdoor	58,000	11,400

Network cable	—	—
Newspapers	22,489,800	16,515,600
Natl. synd.	—	—
Total	\$47,081,402	\$28,805,400

Marketing/brand management:

Sr vp mktg, Bob Hermanns

Vp advg, Alan Stec

Media buyer, Joanne Joseph

Parent: American Stores Company

Agency: Grey Advertising, San Francisco

Vp-assoc media dir, Kristin Dybdal

Vp mgmt supr, Marnie Deaney,

Dick Popko

Acct execs, Steve Sparkman, Linda Freckleton

Circuit City

moves from 116 last year to 27 in the ranking.

47. SAFEWAY STORES

Safeway Stores, Inc.

	Media investments	
	1988	1987
Magazines	\$ 257,200	\$ 195,500
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	16,052,000	17,496,000
Network radio	—	—
Spot radio	1,115,600	1,113,200
Outdoor	523,600	429,400
Network cable	—	—
Newspapers	28,679,100	34,131,000
Natl. synd.	—	—
Total	\$46,627,500	\$53,365,100

Marketing/brand management:

Sr vp-dir mktg, Burr Schinner

Vp adv & prom, Ron Giglio

Agency: Ketchum, San Francisco

Pres, Dianne Snedaker

Acct supr, Zonda Montgomery

Vp assoc crtv dir: Dave Tyree

Rsrch supr, Jeanne Brown

Vp dir brdcast prod, Debora January

Note: Advertising managers of six regional divisions determine media expenditures. Each division employs its own broadcast agency.

48. BUICK REGAL

**Buick Motor Division/
Automobiles**

	Media investments	
	1988	1987
Magazines	\$ 6,842,900	\$ 8,594,100
Natl. Sun. mags.	99,400	210,100
Network tv	24,534,000	13,138,000
Spot tv	3,282,400	734,300
Network radio	7,589,000	1,443,100
Spot radio	—	—
Outdoor	40,300	94,700
Network cable	398,000	121,200
Newspapers	3,494,400	586,100
Natl. synd.	—	—
Total	\$46,280,400	\$25,101,600

Marketing/brand management:

Gen mktg mgr, Darwin Clark

Gen dir adv, Jay Qualman

Gen dir div mktg, John Dabels

Vp-gen mgr, E.H. Mertz

Gen sales & srvc mgr, R.E. Coletta

Parent: General Motors Corp.

Agency: McCann-Erickson, Troy, Mich.

Sr vp-mgmt dir, Richard A. Hill

Vp-natl grp acct dir, George Bak

Vp-grp acct supr, Glynn Armitage

Acct execs, Robert Schneider, Roxanne Blaquiery, John Holowaty,

Sara Sevec, Nannette LaFond

Sr vp-media svcs, Helen Seligman

49. CHEVROLET S-10

General Motors Corp.

	Media investments	
	1988	1987
Magazines	\$ 4,581,300	\$ 4,726,400
Natl. Sun. mags.	—	637,000
Network tv	\$ 31,312,700	6,450,800
Spot tv	8,721,100	2,730,300
Network radio	600	—
Spot radio	163,800	96,700
Outdoor	305,100	4,600
Network cable	450,700	55,500
Newspapers	—	—
Natl. synd.	477,000	37,700
Total	\$46,012,300	\$14,739,000

Marketing/brand management:

Mgr truck adv, Candice Robbins

Mktg mgr trucks, F.F. Raine

Mgr truck merch, W.L. Williams

Agency: Lintas:Campbell-Ewald, Warren, Mich.

Exec vp client svc dir, Anthony J.

Hopp

Sr vp, Dennis G. Connaughton



Grp sr vp, John A. Barczyk
 Sr vp, Ronald D. Geske
 Sr vp grp media dir print, Karen Ritchie
 Sr vp grp media dir brdcast, Judith E. Sawyer
 Sr vp dir natl brdcast media, Barbara A. Munroe
 Sr vp dir local media, Robert I. Mitchell
 Vp assoc media dir (natl), Patricia Sharp
 Vp assoc media dirs (area mktg), John A. Winkelseth, Bruce Weber, Caryn Gray

50. KROGER FOOD STORES

The Kroger Co.

	Media investments	
	1988	1987
Magazines	\$ 19,100	\$ 503,400
Natl. Sun. mags.	—	119,400
Network tv	—	98,300
Spot tv	28,023,200	38,685,800
Network radio	—	—
Spot radio	2,069,600	2,732,800
Outdoor	1,640,000	2,743,900
Network cable	2,400	277,000
Newspapers	14,073,500	23,142,900
Natl. synd.	—	—
Total	\$45,827,800	\$68,303,500

Marketing/brand management:
 Vp adv, Dick Owens
Agency: Campbell-Mithun-Esty, Chicago
 Pres, coo, Marvin Goldsmith
 Vp mngt supr, Jon Wylie
 Vp mngt supr, John Kroening
 Sr vp, dir media services, Charles Abrams

51. DOMINO'S RESTAURANTS

Domino's Pizza Inc.

	Media investments	
	1988	1987
Magazines	—	\$ 30,400
Natl. Sun. mags.	—	—
Network tv	\$26,200,500	25,835,000
Spot tv	13,818,500	15,046,700
Network radio	—	—
Spot radio	3,836,700	2,624,200
Outdoor	296,300	208,700
Network cable	1,026,400	721,700
Newspapers	204,500	633,100
Natl. synd.	—	—
Total	\$45,382,900	\$45,099,800

Marketing/brand management:
 Div vp mktg, Sam Fine
 Grp mktg dir, Mike Raymond
 Natl dir mkt research, Margaret Olson-Cox
 Natl dir pub rel, Ron Hingst
 Natl adv dir, Burke Cueny
Agency: Group 243, Ann Arbor, Mich.
 Pres, Janet Muhleman
 Gen mgr, Bruce Smith
 Mgmt dir, Henry Blank
 Media dir, Kathy Savitskie
 Creative dir, Phil Smith

52. HARDEE'S RESTAURANTS

Hardee's Food Systems Inc.

	Media investments	
	1988	1987
Magazines	\$ 152,200	\$ 2,500
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	38,527,100	39,793,100
Network radio	—	—
Spot radio	\$3,421,900	2,847,500
Outdoor	2,188,800	1,955,100
Network cable	175,500	103,300
Newspapers	75,000	175,600
Natl. synd.	—	70,400
Total	\$44,540,500	\$44,947,500

Marketing/brand management:
 Vp-field mktg, Bill Lancaster
Agency: Ogilvy & Mather, N.Y.
 Sr vp-grp dir, Bill Gray
 Sr vp-assoc media dir, Alan Orlick
 Vp-asst media dir, Kristina Allen

53. RADIO SHACK

ELECTRONICS STORES
Tandy Corp.

	Media investments	
	1988	1987
Magazines	\$ 242,800	\$ 314,800
Natl. Sun. mags.	—	—
Network tv	12,899,600	13,156,000
Spot tv	16,000	19,600
Network radio	4,737,900	3,286,100
Spot radio	1,007,100	1,290,700
Outdoor	—	1,300
Network cable	607,500	445,200
Newspapers	24,722,500	28,651,200
Natl. synd.	—	—
Total	\$44,233,400	\$47,155,900

Marketing/brand management:
 Vp mktg svcs, David Beckerman
 Vp advg, Mike Wood
 Admin ad mgr, Fred Roeben
Parent Company: Tandy Corporation
Agency: Central Advertising Agency, div of Radio Shack
 Dir, Linda Yarbrough

Sources for ad spending estimates for 1988 appear on page 100.

54. MAXWELL HOUSE REGULAR INSTANT COFFEE

Philip Morris Companies Inc.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$25,749,100	—
Spot tv	2,255,100	\$ 11,300
Network radio	—	—
Spot radio	10,578,400	231,000
Outdoor	—	—
Network cable	866,000	—
Newspapers	—	—
Natl. synd.	4,646,700	—
Total	\$44,095,300	\$242,300

Marketing/brand management:
 Mktg grp prod mgr, Jim Craigie
 Dir mktg merch & dev, Bob Pizzutti
 Media mrg, Evelyn Fitzimons
Agency: Ogilvy & Mather, N.Y.
 Acct supr, Jeannie Murphy
 Acct execs, Geoffrey Ramsey, Anthony Nacinovich
Hispanic Agency: Mendoza Dillon & Asciados, Newport Beach, Calif.

55. ADVIL PAIN RELIEVER TABLETS AND CAPSULES

Whitehall Laboratories

	Media investments	
	1988	1987
Magazines	\$ 3,151,000	—
Natl. Sun. mags.	74,800	—
Network tv	33,643,400	\$40,457,400



Spot tv	3,940,000	1,858,400
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	1,664,600	1,210,100
Newspapers	757,500	67,300
Natl. synd.	386,600	322,400
Total	\$43,618,800	\$43,915,600

Marketing/brand management:

Pres, Randy Yates
Sr vp mktg, Andrew C. Davis
Grp prod mgr, Holly Crosbie-Foote
Sr prod mgr, Eric Rosenson,
Prod mgr, Tom Mangano
Adv dir, Steven Palmisano
Asst adv dir, Randal Knox
Parent: American Home Products Corp.
Agency: Young & Rubicam, N.Y.
Sr vp mgmt supr, Patrick Knisley
Acct supr, Simon Gerlin
Acct execs, Kristi Comuzzi, Lisa Epstein
Asst acct exec, Chris Goodman
Sr vp media dir, Ira Trumpowsky
Vp media, Nalini Ravishankar

56. PAN AM AIRLINES

PASSENGER SERVICE

Pan American World Airways Inc.

	Media investments 1988	1987
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Magazines	\$ 463,600	\$ 2,985,900
Natl. Sun. mags.	46,500	\$ 442,200
Network tv	—	—
Spot tv	10,361,300	8,834,700
Network radio	—	—
Spot Radio	2,113,000	2,273,000
Outdoor	892,100	881,400
Network cable	—	22,600
Newspapers	28,472,800	21,388,900
Natl. synd.	—	753,800
Total	\$42,349,300	\$37,582,500

Marketing/brand management:

Sr vp mktg, Peter McHugh
Gm adv & mktg progs, John Bloodworth
U.S. adv dir, Robert Morris
Dir intl adv, Randy Harmon
Asst media dir, Cathy Gooden
Supr, Sherry Lewis
Plnr, Elyse Darnell
Asst plnr, Reid Pugh
Print estr, Ken Meyer
Agency: Della Femina McNamee WCRC Inc., N.Y.
Grp dir U.S., Europe, Latin America div, Jim Smith

Mgmt supr U.S., Europe, Latin America div, Bob Lagetera
Acct suprs U.S., Pat Shaine, Karen Perry

Acct supr Europe, Latin America, Kathy Homes
Acct execs U.S., Liz Maxey, Alex Power
Acct exec Europe, Eve Epstein
Acct execs Latin America, Jose Avandia, Steve Klurfeld

57. MAZDA DEALERS

ASSOCIATION FRANCHISE

Mazda Motors of America

	Media investments 1988	1987
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Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	\$35,203,200	\$29,178,300
Network radio	—	—
Spot radio	3,928,900	263,700
Outdoor	—	—
Network cable	—	2,700
Newspapers	2,179,300	2,519,000
Natl. synd.	—	—
Total	\$41,311,400	\$31,963,700

Marketing/brand management:

Grp vp sls & mktg-deputy gm, George McCabe
Grp vp operations-deputy gm, J.R. Seidel
Vp mktg, William Hackett
Sr vp mktg, Yoji Toyama
Agency: Foote, Cone & Belding, Santa Ana
Exec vp-gm, William C. Hagelstein
Vp media dir, Tom Somerset

**Once again,
McDonald's
Corp. is number
one on the Top
200 list, with
\$405 million in
ad expenditures.**

58. PONTIAC DEALERS ASSOCIATION FRANCHISE

	Media investments 1988	1987
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Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	\$38,650,900	\$38,179,200
Network radio	—	—
Spot radio	220,700	160,300
Outdoor	—	17,000
Network cable	—	—
Newspapers	1,776,300	505,700
Natl. synd.	—	—
Total	\$40,647,900	\$38,862,200

Marketing/brand management:

Gm, J. Michael Losh
Gen sls & srvc mgr, E. M. Schlesinger
Dir mktg, E.H. Smith
Natl & dlr adv, T.J. Maloney
Dir mktg grps mgrs: (East, South) L. K. Anderson,
(Central, West), Jeff Fernandez
Parent: General Motors Corp. Dlr's: Assoc.
Agencies: Various

59. HIGHLAND HOUSEHOLD PRODUCTS

Highland Superstores Inc.

	Media investments 1988	1987
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Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	\$22,792,800	\$22,566,800
Network radio	—	—
Spot radio	892,200	894,200
Outdoor	300	13,500
Network cable	—	—
Newspapers	16,765,800	34,027,700
Natl. synd.	—	—
Total	\$40,451,100	\$57,502,200

Marketing/brand management:

Vp-adv, Frank Ferriolo
Asst adv dir, Marge Taylor-Wehr
Dir special events, Ed Rossman
Media mgr, Marianne Barrons
Creative agency: W.B. Doner
Acct exec, Jeff Hale
Asst acct exec, Lynne Goswick
Mgmt supr, Ross Lerner
Print advertising: In-house
Media buying: In-house



60. NORTHWEST AIRLINES PASSENGER SERVICE NWA Inc.

	Media investments	
	1988	1987
Magazines	\$ 6,794,100	\$ 7,404,500
Natl. Sun. mags.	136,800	139,200
Network tv	19,592,200	17,108,200
Spot tv	2,555,600	2,648,400
Network radio	—	427,200
Spot radio	2,112,600	2,263,700
Outdoor	488,200	977,500
Network cable	627,900	894,700
Newspapers	7,484,800	7,177,900
Natl. synd.	505,200	28,000
Total	\$40,297,400	\$39,069,300

Marketing/brand management:

Exec vp mktg, A. B. Magary
Vp mktg programs, John W. Temple
Sr dir mktg comm, Judith E. Mitchell
Mgr consumer mktg comm, Nancy Swanson

Agency: Saatchi & Saatchi Advertising, N.Y.

Exec vp exec mgmt dir, Michael Keeshan
Sr vp mgmt suprs, Peter Levitan
Vp acct sup, Evangeline Ames
Sr vp assoc media dir, Ira Weinblatt
Sr vp assoc media dir, Don Morrison
Media suprs, Phil Moore, John Kane

61. TYLENOL REGULAR STRENGTH PAIN RELIEVER McNeil Consumer Products

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$34,464,800	\$16,457,800
Spot tv	453,600	662,000
Network radio	—	—
Spot radio	324,400	22,600
Outdoor	—	—
Network cable	1,421,600	469,800
Newspapers	574,300	203,000
Natl. synd.	2,925,300	1,826,400
Total	\$40,164,000	\$19,641,600

Marketing/brand management:

Vp mktg, Jim T. Lenehan
Dir prod mgmt, Brian D. Perkins
Grp prod dir, Tony A. Vernon
Prod dirs, Carol Kohns, Elizabeth Berry, Rosalyn Jackson, Maurice Simmons

Parent: Johnson & Johnson

Agency: Saatchi & Saatchi DFS Compton Inc., N.Y.

Exec vp-grp dir, Thomas Lom
Sr vp mgmt sup, Joe McCarthy
Acct exec, Mark McNeely
Asst acct execs, Frank Rodriguez, Martha Bumsted
Exec vp dir media oper, Carol Karasick
Vp assoc media dir, Charlie Greenberg
Media sup, Marie Wolpert
Hispanic agency: Mendoza, Dillon & Asociados
Vp acct svcs, Robert L. Howells

62. MILLER HIGH LIFE BEER Miller Brewing Co.

	Media investments	
	1988	1987
Magazines	\$ 138,800	\$ 183,900
Natl. Sun. mags.	—	—
Network tv	19,891,600	10,314,800
Spot tv	8,903,600	8,400,400
Network radio	—	—
Spot radio	4,086,700	4,651,400
Outdoor	807,900	950,500
Network cable	745,700	771,700
Newspapers	4,459,600	4,251,300
Natl. synd.	47,800	133,600
Total	\$39,081,700	\$29,657,600

Marketing/brand management:

Vp brand & promotion, Robert A. Toledo
Dir adv svcs, Robert Ward
Premium category dir, Scott C. Steward
Asst brand mgrs, Greg Plowe, Mike Dwyer

Parent: Philip Morris Cos. Agency: Leo Burnett Co., Chicago

Acct dir sr vp, John Kovas
Acct dir, Mike O'Neal
Acct execs, Scott Edwards, John Sentell
Media dir, Dick Hobbes
Asst media dir, Cathy Greif
Media sup, Michael Triff
Hispanic agency: Mendoza, Dillon & Asociados,
Newport Beach, Calif.
Vp acct svcs, Eduardo Del Rivero
Black agency: Mingo-Jones Advertising

63. SEARS ROEBUCK & COMPANY GENERAL PROMOTION Sears Roebuck & Co.

	Media investments	
	1988	1987
Magazines	\$ 140,600	\$ 150,700
Natl. Sun. mags.	—	—
Network tv	—	12,382,900
Spot tv	1,152,800	2,023,900
Network radio	2,739,500	2,723,000
Spot radio*	13,557,100	11,389,800
Outdoor	—	2,100
Network cable	10,400	282,900
Newspapers	21,260,800	21,485,900
Natl. synd.	—	2,005,400
Total	\$38,861,200	\$52,446,600

Marketing/brand management:

Mgr admin & oper, William Cora
Natl rtl adv mgr, Scot Harding
Natl adv svcs mgr, Celeste Gosman
Mgr natl media oper, Bernie Miller
Vp mktg, Thomas Morris
Natl plng mgr, Donald Holmes
Agencies: Ogilvy & Mather, Chicago

Exec vp-Pres (Chicago), Bill Whitney
Sr vp mgng dir, Bruce Beach
Sr vp client svcs dir, Al Mager
Vp mgmt suprs, Dan Delaney
Sr vp mgmt sup, Bruce Jasurda
Vp acct sup, Jeff Totaro
Acct suprs, Jeff Totaro, Paula Series, Ole Riise, Brian Kelly
Sr vp media dir, Tom Bell
Vp asst media dir, Jacques O'Connor
Vp dir network bdcst, Kay Durkin
Vp assoc media dir, Marilyn Kelly
Media sup, Dave Rasmussen
Vp media sup, Dave Flockencier
Media plnrs, Roman Martens, Jill Lamgan
Asst plnrs, JoAnn Farrington, Robin Sprague
Mendoza Dillon & Asociados Inc., Newport, Calif.
Vince Cullers Advertising, Chicago
Acct sup, George Boykin
Acct exec, Steve Pickett
Sr vp media dir, Jeff Cullers
Media dir, Ed Renno

64. ACURA LEGEND Acura Automobile Division

	Media investments	
	1988	1987
Magazines	\$10,318,200	\$10,948,300
Natl. Sun. mags.	—	—



Network tv	24,257,400	16,517,000
Spot tv	2,529,600	2,177,200
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	1,274,300	495,900
Newspapers	449,300	2,018,700*
Natl. synd.	9,000	—
Total	\$38,837,800	\$32,157,100

*M&MD estimates

Marketing/brand management:
Exec vp auto oper, Tom Elliott
Vp Acura div, Ed Taylor
Sr mgr-auto adv, Eric Conn
Parent: American Honda Motor Co.
Agency: Ketchum Advertising, L.A.
Pres, Craig Mathiesen
Acct supr, Tina Hart
Media dir, Cherie Crane

65. HYUNDAI DEALERS

ASSOCIATION FRANCHISE

Hyundai Motor of America

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	\$38,408,000	\$36,042,300
Network radio	—	—
Spot radio	—	4,802,400
Outdoor	—	—
Network cable	—	—
Newspapers	—	64,200
Natl. synd.	—	—
Total	\$38,408,000	\$40,908,900

Marketing/brand management:
Dir mktg, Jack Collins
Natl adv mgr, Joe Corey
Media dir assoc mgr, Tom Meyers
Agency: Backer Spielvogel Bates, Irvine, Ca.
Sr vp-mgmt rep, Jim Sanfilippo
Vp-acct dir (Western region), Jim Cooper
Vp-acct dir (Central region), Brent McCutcheon
Vp-acct dir (Eastern region), Larry Saunders
Vp-acct sup (Southern region), Terry Mizzell

66. BUSH FOR PRESIDENT

Bush for President Committee

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$16,446,800	—
Spot tv	18,898,500	—
Network radio	—	—
Spot radio	1,794,200	—
Outdoor	—	—
Network cable	1,260,800	—
Newspapers	—	—
Natl. synd.	—	—
Total	\$38,400,300	—

Agency: Farrell Media Inc.
Dir, Cathy Farrell

67. HALLMARK CARDS

Hallmark Cards Inc.

	Media investments	
	1988	1987
Magazines	\$ 80,500	\$ 250,000
Natl. Sun. mags.	43,400	—
Network tv	22,118,100	24,523,100
Spot tv	449,800	465,300
Network radio	—	—
Spot radio	4,769,400	2,425,600
Outdoor	—	1,200
Network cable	66,200	34,500
Newspapers	10,495,200	7,516,400
Natl. synd.	326,900	214,500
Total	\$38,349,500	\$35,430,600

Marketing/brand management:

Grp vp-Hallmark brand, Tom Johnston
Vp Hallmark greeting-card prods, Homer Evans
Vp specialty prods, Buddy Jones
Vp adv & prom, Brad Moore
Adv dir, Ira Stolzer
Agency: Leo Burnett, Chicago
Acct dir sr vp, Jim Thompson
Acct dir, Tom Dickson
Acct suprs, Jan Karzen, Ken Fill
Acct exec, Greg Marlovits
Media dir, Chuck Quarnstrom
Media supr, Sherri Sipes

68. G.E. COMPANY GENERAL PROMOTION G.E. Co.

	Media investments	
	1988	1987
Magazines	\$ 189,400	\$ 151,700
Natl. Sun. mags.	—	—
Network tv	35,935,800	17,727,300
Spot tv	1,574,900	891,600
Network radio	92,000	600,000
Spot radio	4,500	202,700
Outdoor	3,500	—
Network cable	7,200	400
Newspapers	262,600	7,635,900
Natl. synd.	—	185,800
Total	\$38,063,900	\$26,855,400

Marketing/brand management:

Mgr corp mktg comm Richard Costello
Mgr customer & industry programs, Bob Plumb
Mgr corp adv, Barbara Parsky
Agency: BBDO, N.Y.
Mgm rep, Arnold Ross
Assoc media dir, John Osborn

69. VISA CHARGE CARD

Visa USA Inc.

	Media investments	
	1988	1987
Magazines	\$ 67,700	\$ 2,755,800
Natl. Sun. mags.	—	—
Network tv	32,428,000	15,373,700
Spot tv	1,019,200	3,133,100
Network radio	1,681,000	1,600
Spot radio	294,000	60,600
Outdoor	600	58,300
Network cable	1,064,000	579,900
Newspapers	—	1,636,600
Natl. synd.	1,466,900	2,685,600
Total	\$38,021,600	\$26,321,200

Marketing/brand management:

Sr vp mktg dir, John H. Bennett
Vp mktg comm, Janet Soderstrom
Adv mgr, David L. Roberts
Assoc adv mgr, Liz Silver
Agency: BBDO, N.Y.
Exec vp sr mgmt rep, Gary De Paulo
Sr vp mgmt supr, Rich Kronengold
Exec vp media srves, Arnie Semskey
Sr vp media plng, Mike Drake
Sr vp natl tv buying, Steve Grubbs
Sr vp assoc media dir, Mike Hedge
Network buying supr, Larry Novenstern
Network plng supr, Jim Cammarata
Media plnr, Karen Balik





70. HONDA ACCORD

American Honda Motor Co.

	Media investments	
	1988	1987
Magazines	\$10,149,900	\$ 4,609,900
Natl. Sun. mags.	418,700	161,000
Network tv	\$18,895,500	14,926,400
Spot tv	3,796,900	1,859,100
Network radio	818,700	1,086,000
Spot radio	\$1,840,000*	—
Outdoor	396,800	1,200
Network cable	1,104,800	691,300
Newspapers	(no data)	434,400*
Natl. synd.	379,900	—
Total	\$37,801,200	23,769,300

*M&MD estimates

Marketing/brand management:

Exec vp, K. Amemiya

Exec vp auto sls oper, Tom Elliott

Sr mgr auto adv, Eric Conn

Asst mgrs auto adv, Tom Caulfield, Bill Young

Agency: Rubin Postaer & Associates, L.A.

Sr vp grp acct dir, Charles E. Valentine

Vp acct dir, Steve Woolford

Vp acct suprs, Julie Boston, Joan Egan, Ron MacMillan

Sr vp media dir, Pam Warren

Assoc media dirs, Kate Knox,

Coby Low

71. CHRYSLER DEALERS

ASSOCIATION FRANCHISE

Chrysler Motors, Corp.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$ 2,649,700	—
Spot tv	32,299,400	\$16,124,200
Network radio	—	—
Spot Radio	2,269,700	4,384,300
Outdoor	—	—
Network cable	36,300	—
Newspapers	52,100	1,003,900
Natl. synd.	—	—
Total	\$37,307,200	\$22,112,400

Marketing/brand management:

Dealer mktg mgr-Chrysler-Plymouth, William Klingler

Dealer adv mgr, Dennis Demers

Agency: Bozell Inc., Detroit

Sr vp acct grp dir, Roy McKechnie

Sr vp-mgmt sup, Jack Hickey

Sr vp media, Phil Matz

Assoc media dir, Roberta Bolvari

72. HONDA DEALERS

ASSOCIATION FRANCHISE

American Honda Motor Co.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	\$36,718,900	\$30,272,900
Network radio	—	—
Spot Radio	157,900	145,300
Outdoor	6,800	900
Network cable	—	—
Newspapers	370,600	868,300
Natl. synd.	—	—
Total	\$37,254,200	\$31,286,500

Marketing/brand management:

Exec vp auto sales operations, Tom Elliott

Sr mgr-auto adv, Eric Conn

Asst mgrs-auto adv, Bill Young

Exec vp, K. Amemiya

Agencies: Various

73. ABC TV NETWORK

Captial Cities/ABC Inc.

	Media investments	
	1988	1987
Magazines	\$26,062,700	\$24,608,900
Natl. Sun. mags.	730,000	855,000
Network tv	—	—
Spot tv	2,000	2,700
Network radio	164,000	6,000
Spot radio	5,670,800	9,182,500
Outdoor	32,900	32,500
Network cable	946,400	1,706,400
Newspapers	3,635,400	3,088,900
Natl. synd.	—	—
Total	\$37,244,200	\$39,482,900

Marketing/brand management:

News: prod-dir on-air prom & adv, Bruce Soloway (N.Y.)

Agency: Bozell, N.Y.

Sr vp mgmt sup, Michael Peroff

Sr vp media dir, Joel Kushins

Vp assoc media dir, Andrea Weinreb

Lois Pitts Gershon Pon/GGK, N.Y. (Sports)

Gm, John Tracosas

Acct sup, Andy Brief

Media dir, Chris Tinkham

Grey, N.Y.

(Entertainment programing)

Exec vp dir media & prog svcs, Alec Gerster

Exec vp, Donald Foley

74. TV GUIDE CIRCULATION

Murdoch Magazines

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	\$ 36,900	—
Network tv	—	\$ 23,000
Spot tv	25,587,700	22,671,800
Network radio	9,466,300	4,675,700
Spot radio	711,600	126,800
Outdoor	—	—
Network cable	560,000	737,400
Newspapers	363,700	896,100
Natl. synd.	501,300	785,100
Total	\$37,227,500	\$29,915,900

Marketing/brand management:

Pres, Joseph Cece

Gm, William Deitch

Consumer prom dir, Fred Jervis

Adv prom dir, Vanessa Reed-Stagliano

Parent:News America Publishing Inc.

Agency: NW Ayer, N.Y.

Vp mgmt sup, George Malcomson

Sr vp exec media dir, Jane Twyoun

Assoc media dir, Debbie-Lisa Brown

Media sup, Maureen Haynes

75. WINN-DIXIE FOOD STORES

Winn-Dixie Stores, Inc.

	Media investments	
	1988	1987
Magazines	\$ 249,900	\$ 143,200
Natl. Sun. mags.	—	—
Network tv	6,239,500	5,222,700
Spot tv	18,644,400	17,937,800
Network radio	—	—
Spot radio	1,531,900	309,300
Outdoor	139,200	404,100
Network cable	364,300	342,200
Newspapers	9,816,000	15,251,600
Natl. synd.	—	16,800
Total	\$36,985,200	\$34,927,700

Marketing-brand management:

Dir adv, G. E. (Mickey) Clerc, Jr.

Agency: The William Cook

Agency, Jacksonville, FL

Pres, Carson Eddings

Sr vp-acct suprs: Lura Benton, James Radcliffe

Vp acct sup, Mike Russell

Acct execs, Dick Matthews, Marty



Lynch, Glyn Denton, JoAnn Nolan
Media dir, Mary Shine
Media plnr, Bob Stone

76. VONS MARKETS

Vons Companies Inc.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags	\$ 18,600	\$ 17,200
Network tv	—	—
Spot tv	9,842,100	9,684,600
Network radio	—	—
Spot radio	1,720,500	1,590,700
Outdoor	187,700	133,100
Network cable	—	2,000
Newspapers	24,758,100	22,315,800
Natl. synd.	—	—
Total	\$36,527,000	\$33,743,400

Marketing/brand management:

Vp advg, Larry Davis
Exec vp mktg, Stu Rosenthal
Agency: JYT/West
Sr vp deputy gm, Mike Marsak
Mgmt supr, Bonnie Baruch
Exec media dir, Ann Cruchley
Acct suprs, Eric Grayson, Sherry Sbarsky

77. FRANKLIN MINT COLLECTION

The Franklin Mint

	Media investments	
	1988	1987
Magazines	\$15,720,600	\$11,510,200
Natl. Sun. mags.	9,636,500	4,868,900
Network tv	—	—
Spot tv	3,724,700	3,327,300
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	2,151,700	1,152,700
Newspapers	5,244,200	12,512,000
Natl. synd.	—	166,800
Total	\$36,477,700	\$33,538,400

Marketing/brand management:

Vp mktg, Thomas Durovsk
Vp female collectibles, Dolores Dinyon
Vp male collectibles, Patrick Murray
Vp jewelry, Martha Wright
Vp library, Barbara Cady
Parent: American Protection Industries
Agency: In-house
Vp media mgt, Alan Beer
Vp media, Mike Burgess

78. PENNEY'S

MISCELLANEOUS BRANDS

(Multi-product ads not fitting into other LNA categories)

J.C. Penney Co.

	Media investments	
	1988	1987
Magazines	\$ 595,200	\$ 445,400
Natl. Sun. mags.	194,600	114,200
Network tv	14,361,900	21,502,100
Spot tv	1,654,900	2,425,900
Network radio	1,348,200	801,400
Spot radio	5,820,600	292,000
Outdoor	6,700	11,400
Network cable	1,300,800	1,379,300
Newspapers	9,838,600	11,096,400
Natl. synd.	1,335,200	1,392,700
Total	\$36,456,700	\$39,460,800

Marketing/brand management:

Exec vp dir corp merchandising,

Barger Tygart
Dir mktg comm, R. L. Shuler
Mgr media srvc, J. M. Chicostie
Natl media plr, Julia Hagmann Fuqua
Catalog Division:
Pres, Rod Birkins
Dir merchan, Julius Debbs
Dir adv & pubs, William Kelly
Agency: NW Ayer, Dallas
Sr vp mgmt supr, Tom Hook
Vp-media dir, Mary Bresnahan

79. IBM PERSONAL SYSTEM/2 COMPUTERS

International Business Machines Corp.

	Media investments	
	1988	1987
Magazines	\$ 7,835,900	\$12,364,400
Natl. Sun. mags.	716,200	—
Network tv	23,451,600	20,987,000
Spot tv	665,400	579,000
Network radio	3,414,600	3,724,400
Spot radio	1,233	255,500
Outdoor	—	~ 600
Network cable	55,000	227,800

Get Your Hands On Our Market

Want to learn more about a market that offers tremendous diversity? Get your hands on a copy of "Intriguing Pittsburgh," a full-color 36-page market book that details the renewal of a dynamic, thriving community. To get your hands on our market, call General Advertising at (412) 263-1336 for a copy of "Intriguing Pittsburgh." Or contact the nearest office of Sawyer-Ferguson-Walker Co., Inc.



 **The Pittsburgh Press**
Pittsburgh Post-Gazette



Newspapers	—	—
Natl. synd.	—	37,800
Total	\$36,129,900	\$38,176,500

Marketing/brand management:

Dir adv, Jim Garrity
Mgr desktop, Barbara Clark
Agency: Lintas, N.Y.
Vp acct supr, Bob Knapp
Acct exec, Theresa Muench
Vp assoc media adv, Maria Comprevhio
Asst media dirs, Holly Stevens,
Maggie Clewley
Vp assoc media dir, Henry Bartolf

80. FRANKLIN MINT PORCELAIN COLLECTION *The Franklin Mint*

	Media investments	
	1988	1987
Magazines	\$21,797,300	\$13,589,000
Natl. Sun. mags.	14,046,800	9,628,600
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	—	—
Newspapers	—	103,700
Natl. synd.	—	—
Total	\$35,844,100	\$23,321,300

Marketing/brand management:

Vp mktg, Thomas Durovsk
Vp female collectibles, Dolores Dinyon
Vp male collectibles, Patrick Murray
Vp jewelry, Martha Wright
Vp library, Barbara Cady
Parent: American Protection Industries
Agency: In-house
Vp media mgmt, Alan Beer
Vp media, Mike Burgess

81. NBC TV NETWORK *National Broadcasting Co.*

	Media investments	
	1988	1987
Magazines	\$23,959,200	\$25,264,600
Natl. Sun. mags.	933,000	257,600
Network tv	—	—
Spot tv	25,100	6,900
Network radio	1,855,500	3,030,600
Spot radio	466,500	328,800
Outdoor	9,400	217,900
Network cable	34,000	86,900

Newspapers	7,821,900	6,987,800
Natl. synd.	—	—
Total	\$35,104,600	\$36,181,100

Marketing/brand management:

Sr vp adv & prom, John Miller (Burbank)
Vp media plng & prom svcs, Paul Wang (Burbank)
Vp east coast adv, Tim Miller (N.Y.)
Dir media plng, Marla Goldstein (Burbank)
Parent: General Electric Co.
Agency: DMB&B, L.A./N.Y.
Mng dir, Jim Helin
Exec vp-dir entertainment, Neal Lemlein
Vp acct supr, Eric Belcher
Sr vp-media dir, Ron Lawrence
Deputy mng dir-chief creative officer, John Armistead

82. PONTIAC IMPORT LEMANS *Pontiac Motor Division*

	Media investments	
	1988	1987
Magazines	\$ 588,800	\$ 1,488,100
Natl. Sun. mags.	1,480,200	257,300
Network tv	20,464,900	12,292,900
Spot tv	8,392,900	1,265,500
Network radio	—	177,800
Spot radio	737,800	371,800
Outdoor	—	—
Network cable	324,300	—
Newspapers	2,520,500	197,500
Natl. synd.	226,000	566,600
Total	\$34,735,400	\$16,617,500

Marketing/brand management:

Gen mgr, J. Michael Losh
Gen sales & svcs mgr, E. M. Schlesinger
Dir mktg, E. H. Smith
Natl & dlr adv, T. J. Maloney
Dir mktg grp mgrs, L. K. Anderson, Jeff Fernandez
Parent: General Motors Corp.
Agency: DMB&B, Bloomfield, Hills, Mich.
Sr vp mgmt supr, Mark Gjovik
Acct mgr, Pat Brown
Acct suprs, Mike Valant, Art Pepin
Sr acct exec, Richard Halladay
Acct execs, Terry Reed, Bob Nicholls, Jim Holman,

Steve Brown, Michael Talovich
Acct coor, Mary Murphy
Sr vp dir media, George Rogers
Vp media dir, Jim Gagen

83. CBS TV NETWORK *CBS/Broadcast Group*

	Media investments	
	1988	1987
Magazines	\$30,107,800	\$29,314,800
Natl. Sun. mags.	578,900	1,492,200
Network tv	—	—
Spot tv	30,200	52,800
Network radio	3,042,400	1,151,000
Spot radio	184,300	2,491,700
Outdoor	38,500	5,200
Network cable	557,700	172,100
Newspapers	144,600	6,126,000
Natl. synd.	—	—
Total	\$34,684,400	\$40,805,900

Marketing/brand management:

CBS TV Network, CBS
Entertainment, CBS News, CBS
Sports, CBS Broadcast International:
Sr vp, communications, George F. Schweitzer
Vp adv & prom, Michael Mischler
Parent: CBS Inc.
Agency: Various; Backer Spielvogel
Bates, N.Y. (media)
Pres, Dean Scaros
Sr vp-grp media dir, Alain Zutter

84. KODAK FILM *Eastman Kodak Co.*

	Media investments	
	1988	1987
Magazines	\$ 4,878,800	\$ 5,386,500
Natl. Sun. mags.	755,100	485,100
Network tv	22,729,200	21,454,600
Spot tv	2,938,300	1,578,300
Network radio	—	333,000
Spot radio	155,800	422,600
Outdoor	369,400	588,400
Network cable	649,400	907,900
Newspapers	431,000	806,700
Natl. synd.	1,539,100	948,500
Total	\$34,446,100	\$32,911,600

Marketing/brand management:

Vp gm (consumer prod div), Peter Palermo
Vp gm (consumer prod div), Steve Baune
Div vp dir mktg comm svcs,



Richard S. Bartlett
Dir worldwide mktg comm, James
Gallery
Dir mktg comm consumer prod div,
Bruce Wilson
Mktg comm dir (film prod), Gregory
T. Walker
Agency: J. Walter Thompson,
N.Y.

Sr vp worldwide mgmt dir, Jerry
Gotlieb
Sr vp acct dir, Marty Susz
Vp sr acct supr (intl), Ernie Emerling
Vp sr acct supr, Rich O'Leary
Acct supr, Jeff Bodenmann, Susan
Pisello
Exec vp U.S. dir media, Richard
Kostyra
Sr vp dir ntwk neg, John Sisk
Sr vp assoc media dirs, Emily
Swartzentruber
(ping), Gwyn Kaufman (neg)
Media supr, Letty Kuhnlein
Media plnr, Barbara Hendricks

85. LENSRAFTERS US Shoe Corp.

	Media investments	
	1988	1987
Magazines	\$ 16,600	—
Natl. Sun. mags.	37,200	\$ 17,200
Network tv	451,600	—
Spot tv	33,251,900	\$24,767,400
Network radio	—	—
Spot radio	90,500	62,600
Outdoor	21,500	19,200
Network cable	—	—
Newspapers	37,200	775,100
Natl. synd.	—	—
Total	\$33,906,100	\$25,641,500

Marketing/brand management:
Vp mktg, David M. Browne
Parent: U.S. Shoe Corp.
Agency: EDB Advertising (in-house)

86. CITICORP GENERAL PROMOTION Citicorp

	Media investments	
	1988	1987
Magazines	\$ 5,384,700	\$ 3,385,400
Natl. Sun. mags.	—	44,800
Network tv	26,396,900	13,743,800
Spot tv	441,100	89,900
Network radio	—	—
Spot radio	—	351,500

Outdoor	—	23,300
Network cable	1,434,800	389,400
Newspapers	—	—
Natl. synd.	136,800	48,800
Total	\$33,794,300	\$17,725,400

Marketing/brand management:

Vp corp adv, Mary Ann Eger
Vp natl mktg dir, Robert Previdi
Agency: NW Ayer, N.Y.
Exec vp-mng dir acct svcs, David
Gantman
Sr vp-exec acct dir, Anne
MacDonald
Vp mgmt supr, Anita Stewart
Exec vp-mng dir media svcs,
Marcello Rosen
Sr vp-grp media dir, Beth Gordon

87. DODGE DEALERS ASSOCIATION FRANCHISE Chrysler Corp.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	\$27,708,400	\$24,478,200
Network radio	—	—
Spot radio	5,053,600	3,717,500
Outdoor	—	11,200
Network cable	—	—
Newspapers	622,200	982,900
Natl. synd.	—	—
Total	\$33,384,200	\$29,189,600

Marketing/brand management:
Vp mktg Dodge car & truck, John
Damoose

Mgr dealer assoc adv, Steve
Skallerud
Gen mktg mgr, Charles B. Kitz
(cars),
Larry Baker (trucks)
Dodge dealer mktg mgr, Tom
McAlear
Agencies: Various

88. IBM CORP. GENERAL PROMOTION International Business Machines Corp.

	Media investments	
	1988	1987
Magazines	\$10,042,000	\$ 8,823,100
Natl. Sun. mags.	154,800	270,500
Network tv	20,406,300	29,407,300
Spot tv	1,402,900	817,200
Network radio	—	172,800
Spot radio	—	180,100
Outdoor	8,000	8,900
Network cable	—	108,500
Newspapers	1,213,900	395,300
Natl. synd.	—	—
Total	\$33,227,900	\$40,184,400

Marketing/brand management:
Dir adv & prom, C. C. LaRoche
Dir adv & prom oper, M. C. Gury
Mgr print adv, M. B. Gordon
Agency: Wells, Rich, Greene, N.Y.
Exec vp grp head, David Sklaver
Mgmt supr, Jane Carlsen
Acct exec, Jim Roose
Asst acct exec, Liz Maffly
Vp grp head-media, Larry Lovello
Asst grp head-media, Virginia Rowe
Media plnr, Jeff Liebesmann, Jill
Mendelsohn

89. DURACELL BATTERIES Duracell, Inc.

	Media investments	
	1988	1987
Magazines	\$ 2,870,700	\$ 1,471,000
Natl. Sun. mags.	228,000	465,300
Network tv	23,852,900	23,750,400
Spot tv	1,327,900	1,618,000
Network radio	1,510,000	4,000
Spot radio	—	—
Outdoor	—	—
Network cable	547,900	625,700
Newspapers	398,800	258,000
Natl. synd.	2,451,300	1,798,600
Total	\$33,187,500	\$30,988,100

Marketing/brand management:
Vp mktg, Charles Kiernan
Consumer dir of mktg, Robert
Giacolone
Specialty dir of mktg, Mark Lucas
Agency: Ogilvy & Mather, N.Y.
Sr vp-grp dir, Mike Vaughn
Sr vp-assoc media dir, Mark Rice
Vp-mgmt supr, Kathy Moriarty
Vp-asst media dir, Beth LeMassier



Dukakis for President invested more than \$30 million on its man in 1988.

90. BLUE CROSS & BLUE SHIELD PLANS Blue Cross and Blue Shield Association

(Not including ads from regional operations and ads solely for Blue Cross Insurance, etc.)

	Media investments	
	1988	1987
Magazines	\$ 59,000	\$ 30,000
Natl. Sun. mags.	—	—
Network tv	17,553,400	4,426,600

Spot tv	13,558,500	15,879,400
Network radio	222,000	—
Spot radio	783,500	1,659,700
Outdoor	757,400	875,300
Network cable	—	3,100
Newspapers	—	1,110,000
Natl. Synd.	—	—
Total	\$32,933,800	\$23,984,100

Marketing/brand management:
 Sr vp-natl mktg div, Leonard E. Wood III
 Exec dir: Richard Maturi
 Vp comm, Duane Carlson
 Sr consultant, Tom Mura
 Exec dir, Lynne Peterson
Agency: Hal Riney & Partners, Chicago
 Sr vp-gm, Lisa Fortini-Campbell
 Vp-acct supr, Marty Kohr
 Vp-media dir, Catherine Gerber
 Media supr, Kelly Piacenza
 Media plnr, Rosemary Costello

91. MILK INDUSTRY PROMOTION American Dairy Association

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$15,707,100	\$23,129,900
Spot tv	11,979,200	7,831,900
Network radio	70,000	—
Spot radio	1,236,600	2,331,100
Outdoor	216,400	223,900
Network cable	1,823,100	915,200
Newspapers	—	—
Natl. synd.	1,899,300	806,600
Total	\$32,931,700	\$35,244,600

Marketing/brand management:
 Sr vp adv & mktg svcs, United Dairy Association and pres, American Dairy Association, Joseph B. Kelsch
 Vp mktg plng, Stephen A. Dohrmann
 Vp mktg svcs, Grover B. Simpson
 Dir adv svcs, Donna A. Arcus

Buy the wrong paper in Tampa Bay and you could be 20 years off target.



The average daily reader of the St. Petersburg Times is over 60 years old, and retired.

The Tampa Tribune's average readers are in their 40's, and shopping.

The Times may show a slightly higher circulation, but look at the demographics. If your target is under 60, it's a one-paper buy.

While 40% of the Times' readers are 65 and over, the Tribune offers you a larger average household size, higher average income and over 52,000 more daily and 115,000 more Sunday readers 18-54.

If you can't buy both papers, at least put your client where the buyers are: on target. **The Tampa Tribune**
 Tampa Bay's Newspaper

Contact Joe Gess at (813) 272-7447, your nearest Sawyer-Ferguson-Walker Office, or Publishers Representatives of Florida.
 Source: Belden Continuing Market Study 1988





Parent: United Dairy Industry Association
Agency: DMB&B, Chicago
 Sr vp grp acct dir, Ben Bishop
 Sr vp mgmt supr, Bob Meuser
 Vp acct supr, Andrea Dichter
 Sr vp dir media svcs, Joe Zeller
 Vp assoc media dir, Gail Fujisawa

92. NEW YORK TELEPHONE Nynex Corp.

	Media investments	
	1988	1987
Magazines	\$ 2,976,400	\$ 2,233,100
Natl. Sun. mags.	977,000	1,230,900
Network tv	—	—
Spot tv	16,197,800	14,874,800
Network radio	—	—
Spot radio	215,700	483,300
Outdoor	—	—
Network cable	—	—
Newspapers	12,398,700	8,314,800
Natl. synd.	—	—
Total	\$32,765,600	\$27,136,900

Marketing/brand management:

Vp external affairs, Ted J. Federici
 Asst vp adv, Michael C. Clendenin
 Dir adv, Louis Kruh

Agency: Young & Rubicam, N.Y.

Sr vp grp dir, Larry Shapiro
 Sr vp mgmt supr, Sean Healey
 Acct suprs, Margaret McKinley, John Morris
 Acct execs, Julie Butkiewicz, Charlie Herzog
 Sr vpr-media dir, Ira Trumpowsky
 Grp supr media, Mary Wyman

93. GENERAL MOTORS PARTS AND SERVICES General Motors Corp.

	Media investments	
	1988	1987
Magazines	\$ 8,567,200	\$12,404,000
Natl. Sun. mags.	693,800	572,700
Network tv	15,472,800	13,889,500
Spot tv	373,600	184,600
Network radio	5,351,200	4,529,500
Spot radio	—	—
Outdoor	—	2,600
Network cable	442,400	55,000
Newspapers	1,328,200	785,800
Natl. synd.	260,000	594,600
Total	\$32,489,200	\$33,018,300

Marketing/brand management:

Gen dir sales & mktg, Richard

Sherman
 Mktg dir, David P. Robinson
 Adv mgr GM dealers, K.F. Robinson
Agency: DMB&B, Detroit
 Exec vp mgmt supr, Ted Teegarden
 Vp grp acct supr, Chuck Brandt
 Vp acct supr, Scott Hayes
 Acct exec, Cheryl Morgan
 Sr vp dir media svcs, George Rogers
 Vp grp media dir, Marty Choinski

94. NISSAN LIGHT TRUCKS Nissan Motor Co. Ltd.

	Media investments	
	1988	1987
Magazines	\$ 4,566,100	\$ 2,669,000
Natl. Sun. mags.	—	—
Network tv	5,977,500	9,517,600
Spot tv	19,277,300	11,333,600
Network radio	—	1,497,700
Spot radio*	2,498,400	793,000
Outdoor	—	—
Network cable	4,900	53,800
Newspapers	46,300	467,300
Natl. synd.	—	217,000
Total	\$32,370,500	\$26,549,000

*M&MD estimates

Marketing/brand management:

Dir mktg, John Nystrom
 Natl adv mgr, Tom Hushek
 Natl merch mgr, Mark Grimm
Agency: Chiat/Day, N.Y.
 Acct dir, Tom Patty
 Media dir, Hank Antosz

95. BUSCH BEER Anheuser-Busch Inc.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$20,273,500	\$15,861,200
Spot tv	8,203,900	8,463,500
Network radio	—	—
Spot Radio	1,366,800	3,469,200
Outdoor	660,100	1,665,100
Network cable	1,648,000	1,214,100
Newspapers	110,900	181,200
Natl. synd.	—	—
Total	\$32,263,200	\$30,854,300

Marketing/brand management:

Exec vp mktg, Michael J. Roarty

Vp brand mgmt, Jack MacDonough
 Vp corp media/sports mktg, Charles B. Fruit
 Grp brand dir, Bob Merz
 Asst to exec vp, Mike Owens
 Prod mgr, Mike LaBroad
Agency: DDB/Needham Worldwide, Chicago
 Acct supr, Bill Syrett
 Acct exec, Bob Merlotti
 Asst acct exec, Sue Zuckert
 Castor Spanish Intl.

96. KELLOGG'S SUGAR FROSTED FLAKES Kellogg Co.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$21,182,500	\$15,433,300
Spot tv	8,097,700	6,982,000
Network radio	—	17,200
Spot radio	72,600	—
Outdoor	—	—
Network cable	398,700	337,200
Newspapers	1,182,100	—
Natl. synd.	1,306,700	1,561,300
Total	\$32,240,300	\$24,331,000

Marketing/brand management:

Exec vp sales & mktg, M.D. Simpson
 Vp mktg, T.P. Mobsby
Agency: Leo Burnett Co. Inc., Chicago
 Exec vp acct dir, Jim Jenness
 Vp acct dir, Tim O'Day
 Acct supr, Larry Bruck
 Acct exec, Tim Leahy
 Exec vp media svcs, Willard Hadlock
 Sr vp media dir, Lincoln Bumba
 Asst media dir, John Muszynski
Minority Agency: Vince Cullers Advertising, Chicago
 Acct supr, George Boykin
 Sr vp media dir, Jeff Cullers
 Media dir, Ed Renno

97. TOYS-R-US MISC. PROMOTIONS Toys-R-Us Inc.

	Media investments	
	1988	1987
Magazines	\$ 2,930,400	\$ 1,617,300
Natl. Sun. mags.	—	—
Network tv	3,022,300	3,049,600
Spot tv	7,700,200	7,357,000



Network radio	—	—
Spot radio	2,083,200	2,014,500
Outdoor	191,200	350,200
Network cable	187,300	130,700
Newspapers	14,822,600	21,729,700
Natl. synd.	1,050,500	723,800
Total	\$31,987,700	\$36,972,800

Marketing/brand management:
Vp adv & mktg, Ernest Speranza
Dir of adv, Pamela Troxel
Agency: Bohbot Communications Inc.

Vp acct supr, Frank Goldstein
Sr vp acct svcs, Burt Fradin
Sr vp natl media, Pat VandeCater
Sr vp local media, Lou Abitabilo
Exec vp acct svcs, Dennis Fogarty

98. DUPONT STAINMASTER CARPET

E.I. DuPont de Nemours & Co.

	Media investments	
	1988	1987
Magazines	\$ 2,069,400	\$5,246,800
Natl. Sun. mags.	621,000	—
Network tv	28,357,400	—
Spot tv	660,800	—
Network radio	—	—
Spot Radio	—	—
Outdoor	10,500	9,400
Network cable	211,900	—
Newspapers	30,900	14,800
Natl. synd.	—	—
Total	\$31,961,900	\$5,271,000

Marketing/brand management:
Flooring systems division:
Dir, John Carson
Bus dir-residential, Ken Hostelley
Mktg mgr, Bruce Koepcke
Mktg comm mgr, Gary Johnston
Agency: BBDO, N.Y.
Acct supr, Stuart Marvin
Acct exec, Catherine Morris
Exec vp media, Arnie Semsky
Media dir, Mike Drake
Vp-assoc media dir, Tom Fuld
Media supr, Peter Harrington

**There are 9
beer brands on
this year's list.**

99. WALGREEN DRUGS & TOILETRIES Walgreen Co.

	Media investments	
	1988	1987
Magazines	\$ 32,900	\$ 22,400
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	12,306,300	9,784,400
Network radio	—	—
Spot Radio	5,541,200	3,826,200
Outdoor	—	—
Network cable	—	—
Newspapers	14,013,100	21,347,700
Natl. synd.	—	—
Total	\$31,893,500	\$34,980,700

Marketing/brand management:
Vp mktg, Vern Brenner
Agency: Grenada Advertising Agency, in-house
Vp adv, Claude Hinton
Mgr media plng, Tom Rood

100. COORS EXTRA GOLD DRAFT BEER Adolph Coors Co.

	Media investments	
	1988	1987
Magazines	\$ 63,000	—
Natl. Sun. mags.	—	—
Network tv	10,785,000	—
Spot tv	14,013,200	\$4,718,800
Network radio	—	—
Spot radio	4,444,000	890,300
Outdoor	88,300	471,300
Network cable	988,900	—
Newspapers	—	—
Natl. synd.	1,358,200	—
Total	\$31,740,600	\$6,080,400

Marketing/brand management:
Exec vp sales & mktg, Robert A. Recholtz
Vp brand mktg, Gary Naifeh
Brand dir, Mike Marramzino
Brand mgr, Gary Skovsted
Vp intl mktg devel, Rob Klugman
Agency: GSD&M, Austin, TX
Sr vp acct dir, Chuck Grady
Acct supr, Michael Stout
Acct mgr, Mary Prisco
Sr vp dir Hispanic svcs, Raoul Rodriguez
Acct mgr, Harriett Vaughn

101. K MART STORES GENERAL PROMOTIONS K mart Corp.

	Media investments	
	1988	1987
Magazines	\$ 111,600	—
Natl. Sun. mags.	—	—
Network tv	20,371,000	\$ 4,531,200
Spot tv	1,870,100	1,511,900
Network radio	—	76,900
Spot radio	2,134,700	1,188,800
Outdoor	—	3,700
Network cable	502,400	95,500
Newspapers	5,365,400	7,489,500
Natl. synd.	948,200	284,800
Total	\$31,303,400	\$14,182,300

Marketing/brand management:
Vp dir mktg, M.G. Wellman
Dir adv, G.K. Habeck
Agency: Ross Roy, Detroit
Exec vp dir retail oper, Peter C. Vetowich
Sr vp grp mgmt supr, Roger Sherman
Sr vp acct supr, Lawrence R. Haddock
Vp acct supr, Lissa K. Papizan
Sr vp dir media svcs, Gerald N. Moody
Vp grp media dir-plnr, Alfred A. Duz (print)
Vp grp media dir, Patricia Cuda (brdcast)

102. LINCOLN-MERCURY DEALERS ASSOCIATION Ford Auto Dealers Association

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	\$15,001,600	\$18,971,300
Network radio	—	—
Spot radio	2,736,800	892,500
Outdoor	333,900	362,900
Network cable	—	—
Newspapers	13,045,500	8,496,800
Natl. synd.	—	—
Total	\$31,117,800	\$28,723,500

Marketing/brand management:
Lincoln-Mercury Division
Vp & gen mgr, Ross H. Roberts
Gen sales mgr, Edsel B. Ford II
Gen mktg mgr, Mark W. Hutchins
Dealer ad mgr, Chuck W. Schneider



Ad mgr, Steve C. Taylor
Media coor, John T. Anderson
Parent: Ford Motor Co.
Agency: Young & Rubicam,
Detroit
Sr vp grp dir, Peter Harris
Vp acct supr, Leo Ahern
Sr vp, media dir, Ken Pool
Vp, assoc media dir, Martha Thomas
Media grp supr, Christine Waldo

103. CHRYSLER NEW YORKER Chrysler Motors Corp.

	Media investments	
	1988	1987
Magazines	\$12,088,500	\$ 631,500
Natl. Sun. mags.	186,900	—
Network tv	16,542,100	965,300
Spot tv	726,000	632,700
Network radio	—	—
Spot radio	—	—
Outdoor	198,700	5,700
Network cable	814,800	84,700
Newspapers	186,900	—
Natl. synd.	35,700	—
Total	\$31,020,000	\$2,319,900

Marketing/brand management:

Gen mktg mgr, C.J. Vitulli
Dealer mktg mgr, W. Klinger
Natl adv mgr, Jim Jandasek
Natl mktg plans mgr, Steve Bruyn
Agency: Bozell, Birmingham,
Mich.

Sr vp-mgmt supr, L. Vernon
Vp-acct supr, C. Russo
Sr acct exec, N. Sparrer
Acct exec, J. Strabbing
Sr vp-media dir, P. Matz
Sr vp-dir plng, E. Kruger
Assoc media dir, P. Floyd

104. DISCOVER CREDIT CARD SERVICE Sears Roebuck & Co.

	Media investments	
	1988	1987
Magazines	\$ 184,900	\$ 4,316,300
Natl. Sun. mags.	—	—
Network tv	10,525,200	20,419,500
Spot tv	2,222,600	5,156,200
Network radio	14,413,300	4,885,800
Spot radio	—	10,100
Outdoor	—	52,700
Network cable	3,054,400	610,300
Newspapers	89,900	783,600
Natl. synd.	515,300	779,600
Total	\$31,005,600	\$37,014,000

Marketing/brand management:

First vp-Dean Witter grp mktg, Bill Walsh
Dir grp adv, mktg comm svcs, Ernie Campo
Agency: DDB Needham
Worldwide, Chicago
Sr vp-grp acct dir, Ray Gillette
Sr acct supr, Elaine Roach
Acct supr, Tony Priore
Acct exec, Kathy Kneip
Vp-assoc media dir, Geoff McClelland
Media supr, Jeff Rezzuto
Vince Cullers Advertising
Mktg dir, George Boykin
Vp media, Jeff Cullers
Media coordinator, Steve Pickett



105. JACK-IN-THE-BOX RESTAURANTS Foodmaker Inc.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	\$22,649,500	\$19,317,300
Network radio	—	—
Spot radio	7,768,300	6,495,500
Outdoor	259,300	106,200
Network cable	—	—
Newspapers	37,800	19,800
Natl. synd.	—	—
Total	\$30,714,900	\$25,938,800

Marketing/brand management:

Exec vp mktg, Mohammad Iqbal
Dir adv & prom, John Farrar
Dir sls mktg & prom, Michael Sick
Div vp prod mktg, Paul Haack
Dir mkt res, Bruce Frazer
Sr brand mgr, Karen Wagner
Agency: Cohen/Johnson, L.A.
Vp acct grp dir, Tom Ruffino



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**106. WRIGLEY'S
SPEARMINT GUM**
Wm. Wrigley, Jr. Co.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$19,658,900	\$13,020,100
Spot tv	5,529,500	7,474,300
Network radio	—	1,616,800
Spot radio	—	529,700
Outdoor	4,800	—
Network cable	1,877,500	1,656,300
Newspapers	—	—
Natl. synd.	3,617,600	1,453,000
Total	\$30,688,300	\$25,750,200

Marketing/brand management:

Exec vp mktg, Ronald O. Cox
Mktg dir, Gary Bebee
Asst vp mktg, Susan Sherry
Mktg mgr, Ron Boyum
Agency: BBDO, Chicago
Sr vp mgmt supr, Tonise Hayden
Acct exec, Stacie Boney
Sr vp exec media dir, Robert Garrison
Vp dir media plng, Kathy Segal
Vp assoc media dir, Deb Nevin

**107. DUKAKIS FOR
PRESIDENT**
*Dukakis for President
Committee*

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$14,142,100	—
Spot tv	15,478,600	—
Network radio	24,100	—
Spot radio	72,000	—
Outdoor	—	—
Network cable	998,800	—
Newspapers	—	—
Natl. synd.	—	—
Total	\$30,643,600	—

Agency: Harriett Yellin Media
Media dir for Dukakis for Pres,
Harriett Yellin



108. TOYOTA CAMRY
Toyota Motor Corp

	Media investments	
	1988	1987
Magazines	\$ 4,782,600	\$ 3,454,200
Natl. Sun. mags.	203,800	233,800
Network tv	13,773,500	8,507,400
Spot tv	10,189,700	4,820,800
Network radio	—	—
Spot radio	—	—
Outdoor	99,300	—
Network cable	446,100	269,000
Newspapers	122,100	—
Natl. synd.	899,700	548,200
Total	\$30,516,800	\$17,833,400

Marketing/brand management:

Vp corp mktg mgr, George Borst
Natl adv mgr, David Pellicioni
Adv mgr cars, Jerry Giaquinta
**Agency: Saatchi & Saatchi DFS/
West, Torrance**
Vice chmn exec mgmt dir, Joe Cronin
Exec vp mgmt supr, Warren Benjamin
Vp acct supr, Cathy Moylan
Sr vp media dir, Richard Weigand
Vp assoc media dir, Katherine Jaris

**109. K MART HOUSEHOLD
PRODUCTS**
K mart Corp.

	Media investments	
	1988	1987
Magazines	\$ 4,788,800	\$ 1,752,900
Natl. Sun. mags.	135,500	237,800
Network tv	6,902,200	4,509,400
Spot tv	2,701,800	2,349,600
Network radio	964,300	255,900
Spot radio*	1,067,300	594,400
Outdoor	10,500	78,500
Network cable	410,400	752,800
Newspapers	12,647,800	13,978,500
Natl. synd.	1,015,600	667,400
Total	\$30,374,200	\$25,177,200

*M&M estimates

Marketing/brand management:

Vp mktg, M.G. Wellman
Dir adv, G.K. Habeck
Agency: Ross Roy, Detroit
Exec vp dir retail oper, Peter C. Vetowich

Sr vp grp mgmt supr, Roger Sherman
Sr vp acct supr, Lawrence R. Haddock

Vp acct supr, Lissa K. Papizan
Sr vp dir media svcs, Gerald N. Moody
Vp grp media dir/plnr, Alfred A. Duz (print)
Vp grp media dir, Patricia Cuda (brdcast)

**110. BEEF INDUSTRY
COUNCIL**

	Media investments	
	1988	1987
Magazines	\$ 2,302,200	\$ 5,558,800
Natl. Sun. mags.	—	—
Network tv	22,986,900	13,877,300
Spot tv	582,600	376,900
Network radio	3,642,000	3,072,300
Spot radio	493,400	244,400
Outdoor	—	—
Network cable	233,700	380,900
Newspapers	—	104,100
Natl. synd.	—	525,600
Total	\$30,240,800	\$24,140,300

Marketing/brand management:

Exec vp mkt, John Francis
Vp-adv dir, Jeanne M. Sowa
**Parent: National Livestock & Meat
Board**
**Agency: Ketchum
Communications, San Francisco**
Pres, Dianne Snedaker
Sr vp dir biz dev-mng supr, Terry DiCarlo
Acct execs, Susan Briganti, Rick Reilly
Sr vp-media dir, Mary Murphy
Media supr, Greg Montana

111. OLDSMOBILE CUTLASS
General Motors Corp.

	Media investments	
	1988	1987
Magazines	\$ 5,184,700	\$ 185,800
Natl. Sun. mags.	—	—
Network tv	11,544,400	3,970,300
Spot tv	1,151,800	12,277,000
Network radio	—	—
Spot radio	3,478,000	3,322,500
Outdoor	19,000	100
Network cable	37,800	48,600
Newspapers	8,616,200	8,384,500
Natl. synd.	90,200	—
Total	\$30,122,100	\$28,188,800





Marketing/brand management:
Prod mktg mgr, S.D. McAlpine
Agency: Leo Burnett Co.,
Southfield, Mich.

Sr vp client svc dir, Ted Jordan
Vp acct dir, Neil Lichtman
Sr vp media, Rob Wisniewski

112. DE BEERS DIAMONDS
De Beers Con. Mines

	Media investments	
	1988	1987
Magazines	\$19,437,100	\$20,090,000
Natl. Sun. mags.	—	—
Network tv	10,229,200	10,628,600
Spot tv	75,500	162,500
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	154,200	35,600
Newspapers	—	—
Natl. synd.	—	—
Total	\$29,896,000	\$30,916,700

Marketing/brand management:
Dir, consumer adv div, Jeremy Pudney
Reg mgr-Americas, Peter Maddick
Mkt cntlrs, Stephen Lussier, Nicholas Graham Smith
Agency: NW Ayer, New York
Exec vp-mnging dir acct srvc, Chuck Meding
Sr vp-mgmt supr, Judy Laughren
Vp-acct supr, Marc Capra
Sr vp-grp media dir, Beth Gordon
Vp-assoc media dir, Jean Connolly
Media supr, Barbara Spurza

113. NISSAN PASSENGER CARS

Nissan Motors Co. Ltd.

	Media investments	
	1988	1987
Magazines	\$ 1,078,000	\$ 285,900
Natl. Sun. mags.	—	—
Network tv	6,913,000	12,365,800
Spot tv	11,337,600	\$14,388,500
Network radio	—	544,000
Spot radio	3,047,100	423,500
Outdoor	—	108,800
Network cable	45,200	60,600
Newspapers	6,743,800	4,845,100
Natl. synd.	392,100	230,000
Total	\$29,556,800	\$33,252,200

Marketing/brand management:
Dir mktg, John Nystrom
Natl mgr reg mktg, Brian Barrett

Mgr regional mktg support, Susan Furedi
Adv prog mgr gen sus, Dale Finley
Reg mktg program mgr (south), Gary Kirschke
Reg mktg prog mgr (north), Mark Pozorski
Agency: Chiat/Day L.A.
Exec vp acct dir, Tom Patty
Media dir, Hank Antosz

114. FORD ESCORT
Ford Motor Division

	Media investments	
	1988	1987
Magazines	\$ 7,050,00	\$ 3,334,700
Natl. Sun. mags.	—	—
Network tv	15,961,100	10,559,800
Spot tv	5,465,900	3,256,500
Network radio	—	—
Spot radio*	49,800	14,800
Outdoor	38,100	21,500
Network cable	450,600	417,400
Newspapers	—	—
Natl. synd.	518,900	296,500
Total	\$29,534,400	\$17,901,200

*M&MD estimates

Marketing/brand management:
Vp gm, T.J. Wagner
Gen mktg mgr, Phil Novell
Adv mgr, John Vanderzee
Car ad mgr, R.W. Lisenby
Agency: J. Walter Thompson, Detroit
Exec vp gm, Chuck Balestrino
Sr vp Ford acct dir, Ron Buckhammer
Media dir, Bob Reuschle
Vp grp media dir (cars & trucks), Paul Hunt
Vp grp media dir (cars), Tom Johnson
Supr Ford car, Rich Rivera
Sr vp media dir net brdcast, Ron Frederick
Black agency: Burrell Advertising, Chicago
Sr vp grp dir, C. Curry
Acct supr, Robert Jackson
Sr vp media, Nick Howse
Assoc media dir, Zeline Kelly
Hispanic agency: Mendoza, Dillon & Asociados, Newport Beach, Calif.
Sr vp client svcs, Robert Howells

Acct supr, Ingrid Otero
Vp media dir, Terry Silverman
Media plnr (Ford), Robert Alvarado

115. MACY'S WOMEN'S APPAREL
Macy Acquiring Corp.

	Media investments	
	1988	1987
Magazines	\$ 956,500	\$ 800,900
Natl. Sun. mags.	—	76,700
Network tv	—	—
Spot tv	1,265,200	790,900
Network radio	—	—
Spot radio*	2,700	1,500
Outdoor	—	—
Network cable	—	—
Newspapers	27,249,600	25,406,800
Natl. synd.	—	—
Total	\$29,474,000	\$27,076,800

*M&MD estimates

Marketing/brand management:
Sr vp sls & prom, Rosanne Cooper
Mktg dir brdcast, Howard Adler
Prod admin, Joe Civitillo
Agency: In-House

116. SUBARU PASSENGER CARS

Subaru of America

	Media investments	
	1988	1987
Magazines	\$ 2,547,700	\$ 3,917,000
Natl. Sun. mags.	—	79,000
Network tv	14,543,800	19,874,300
Spot tv	10,424,100	13,229,700
Network radio	—	2,871,200
Spot radio	—	—
Outdoor	—	—
Network cable	489,700	578,800
Newspapers	1,041,700	6,329,100
Natl. synd.	302,500	533,400
Total	\$29,349,500	\$47,412,500

Marketing/brand management:
Dir adv & merch, Chris Wackman
Natl dist mktg mgr, Bill Bergmann
Partner: Fuji Heavy Industries
Agency: Levine, Huntley, Schmidt & Beaver Inc. N.Y.
Sr vp grp dir (natl & dist bus), Terry Bonaccolta
Subaru national account group:





Vp mgmt supr, Michael Elkish
Vp, acct supr, Jerry Noonan
Acct supr, Aaron Belson
Acct exec, Jeffrey Petre
Acct exec, Cheri Stern
Vp dir media srves, Ed Ronk
Dir plng, Michael Sadowsky
Print media dir, Vivian Riley
Media suprs, Andrea Blumenthal,
Tom Volk
Media plnrs, Queenie Lee, Beth
Clayton

117. CAMPBELL'S CANNED SOUPS Campbell Soup Co.

	Media investments	
	1988	1987
Magazines	\$ 3,739,600	\$ 4,380,500
Natl. Sun. mags.	133,400	—
Network tv	14,307,700	14,806,100
Spot tv	679,200	1,519,700
Network radio	4,298,500	5,255,800
Spot radio	1,262,300	599,700
Outdoor	441,100	91,000
Network cable	455,400	478,600
Newspapers	2,577,600	214,500
Natl. synd.	1,442,800	1,058,900
Total	\$29,340,600	\$28,404,800

Marketing/brand management (condensed soup):

Category gen mgr, Don Goerke
Mktg dirs, Jay Wissink, Betty Cronin
Mktg mgrs, Dale Thompson, Roberta
Kitchenoff, Brent Walker, Griff
Parker

Dir reg mktg, Bob Steenrod
Asst mktg mgr, Pat Holmes
Dir warehouse oper, Mark Evans

R-T-S Group:

Category gm, Kathleen MacDonnell
Dir mktg, Bill Allen
Mktg mgrs, Terry Cruikshank, Laura
Klein, Greg Kane
Mktg dir, John Haring

**Bush for
President
spent over \$38
million in 1988
for the seat in
the White House.**

Dry:

Category gm, Paul Comisky
Assoc mktg mgrs, Jamie Rosati,
Peggy Kane
Controller, Lon Alness
Mgr financial planning & analysis,
Bill Waldron

Mgr-accting, Rober Bunke
**Agencies: CSC Advertising,
Camden, N.J. (in-house)**

Vp, Paul Mulcahy
Dir media svc, George Mahrlig
Backer Spielvogel Bates, N.Y.
Exec vp, Joseph Prior

Sr vp-mgmt supr, Pam Marcus
Vp-acct supr, Nancy Adler
Acct supr, Brenda Clumpp
Exec vp media, Jay Schoenfeld
Sr vp, Ann Meschery
Vp media, Diane Metzler

118. CHEVROLET CAVALIER General Motors Corp.

	Media investments	
	1988	1987
Magazines	\$ 6,991,700	\$ 4,901,300
Natl. Sun. mags.	—	90,500
Network tv	16,111,300	6,790,300
Spot tv	4,774,800	4,718,700
Network radio	—	—
Spot radio	64,000	1,380,000
Outdoor	547,000	288,900
Network cable	284,800	79,800
Newspapers	287,600	621,500
Natl. synd.	177,900	167,900
Total	\$29,239,100	\$19,038,900

Marketing/brand management:

Mgr adv pass cars, Danielle Colliver
Mktg mgr pass cars, Steve D.
McAvoy
Gen mktg mgr, Mike Erdman
Natl mgr pass car merch, John C.
Burrow

**Agency: Lintas: Campbell-Ewald,
Warren, Mich.**

Sr vp grp dir, Tom Thompson
Sr vp grp acct supr, Michael J. Ryan
Acct suprs, David Scott, Pete
Rentschler, Tim Keaton
Media dir, Louis M. Schultz
Grp sr vp assoc media dir, Robert
Gervason
Vp assoc media dir, Catherine Curry
Sr vp grp media dir print, Karen
Ritchie

Sr vp grp media dir brdcast, Judith E.
Sawyer

Sr vp dir natl brdcast media, Barbara
A. Munroe

Sr vp dir local media, Robert I.
Mitchell

Vp assoc media dir (natl), Pat Sharp

Vp assoc media dirs (area mktg),
John A. Winkelseth,
Bruce Weber, Caryn Gray

119. FORD TAURUS Ford Motor Co.

	Media investments	
	1988	1987
Magazines	\$ 7,779,000	\$ 5,800,500
Natl. Sun. mags.	—	—
Network tv	16,607,400	16,189,700
Spot tv	3,621,900	3,372,300
Network radio	—	—
Spot radio	—	—
Outdoor	38,600	38,100
Network cable	644,100	477,900
Newspapers	—	457,600
Natl. synd.	538,100	647,300
Total	\$29,229,100	\$26,983,400

Marketing/brand management:

Ford Division:

Vp-gm, T.J. Wagner

Gen mktg mgr, Phil Novell

Adv mgr, John Vanderzee

Car ad mgr, R. J. Gillooly (cars)

Dealer ad mgr, R.W. Lisenby

**Agency: J. Walter Thompson,
Detroit**

Exec vp-gm, Chuck Balestrino

Sr vp Ford acct dir, Ron

Buckhammer

Media dir, Bob Reuschle

Vp-grp media dir (cars & trucks),

Paul Hunt

Vp-grp media dir (cars), Tom

Johnson

Sr vp-media dir net brdcast, Ron

Frederick

Supr Ford car, Rich Rivera

Hispanic markets agency:

Mendoza, Dillon & Asociados

Sr vp clinet svcs, Robert Howells

Acct supr, Ingrid Oterro

Vp media dir, Terry Silverman

Media plnr (Ford), Robert Alvarado

Black agency:

Burrell Advertising, Chicago

Sr vp-grp dir, C. Curry

Acct supr, Robert Jackson

Sr vp-media dir, Nick Howse

Assoc media dir, Zeline Kelly



**120. MONTGOMERY WARD
HOUSEHOLD ITEMS**
*Montgomery Ward & Co.
Inc.*

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	\$ 888,500	\$ 731,900
Network radio	—	—
Spot radio	516,800	—
Outdoor	—	—
Network cable	—	—
Newspapers	25,121,800	27,938,900
Natl. synd.	—	—
Total	\$29,187,600	\$28,670,800

Marketing/brand management:
Exec vp mktg, Jack Daynerd
Dir of adv, William Motsinger
**Agencies: Safer Advertising,
Chicago**

Vp media dir, Bill Blaha
Vp client svcs, Nancy Bernstein
Acct suprs, Mark Doucett, Kristin
Rafkin
Acct exec, Carrie Novack

**121. MCI LONG DISTANCE
TELEPHONE SERVICE**
MCI Communications Corp.

	Media investments	
	1988	1987
Magazines	\$ 200,800	\$ 6,600
Natl. Sun. mags.	—	—
Network tv	24,469,300	7,482,600
Spot tv	447,900	36,200
Network radio	—	—
Spot radio	2,862,600	2,205,300
Outdoor	21,000	—
Network cable	106,800	—
Newspapers	1,030,500	13,964,600
Natl. synd.	—	—
Total	\$29,138,900	\$23,695,300

Marketing/brand management:
Sr vp sls & mktg, Stuart Mencher
Vp adv sls prom, Judy Ranzer
Agency: Wells, Rich, Greene, N.Y.
Exec vp media, Steve Farella
Vp media pln dir, Chris Tinkham
Sr vp acct grp head, Charles Evans

**122. MARLBORO FILTER
CIGARETTES**
Philip Morris U.S.A.

	Media investments	
	1988	1987
Magazines	\$ 4,740,300	\$ 8,211,700
Natl. Sun. mags.	—	106,300
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	24,312,800	16,774,600
Network cable	—	—
Newspapers	—	2,768,600
Natl. synd.	—	—
Total	\$29,053,100	\$27,861,200

Marketing/brand management:
Grp dir, Nancy Brennan Lund
Dir media, Richard L. Stirlen
Agency: Leo Burnett Inc., Chicago

Exec vp, Jim Oates
Sr vp acct dir, Peter Volz
Vp acct supr, Paul Driggs
Exec vp media svcs, Willard
Hadlock
Vp media dir, Bob Houghtlin

**123. APPLE MACINTOSH
COMPUTER SYSTEM**
Apple Computer Inc.

	Media investments	
	1988	1987
Magazines	\$ 4,941,300	\$ 7,445,200
Natl. Sun. mags.	43,600	—
Network tv	21,479,300	2,678,400
Spot tv	1,747,500	1,424,300
Network radio	—	—
Spot radio*	179,700	2,005,000
Outdoor	—	—
Network cable	298,500	186,700
Newspapers	—	—
Natl. synd.	36,400	7,100
Total	\$28,996,300	\$13,746,700

*M&M estimates

Marketing/brand management:
Biz adv & sls prom mgr, Janet
Stauss
Dir mktg for biz mkt, Kieth Phillips
Education adv & sls prom mgr,
Sharon Lack
Dir for K-12 ed, Betsy Pace
Dir higher ed, Burt Cummings

Agency: BBDO/West
Acct supr, Seth Romanow
Acct exec, Kelly Green
Media dir, Ron Harrison
Media supr-bus, Bonnie Shakker
Media supr-ed, Lori Teicher Burke

124. COORS BEER
Adolf Coors Co.

	Media investments	
	1988	1987
Magazines	\$ 293,600	\$ 423,000
Natl. Sun. mags.	—	—
Network tv	7,988,400	16,844,000
Spot tv	10,138,300	6,196,500
Network radio	—	8,400
Spot radio	5,469,700	5,709,000
Outdoor	2,043,300	1,735,900
Network cable	1,020,000	665,800
Newspapers	1,068,800	1,314,600
Natl. synd.	810,200	215,900
Total	\$28,832,300	\$33,113,100

Marketing/brand management:
Exec vp sls & mktg, Robert Recholtz
Vp brand mgmt, Gary Naireh
Brand dir, Mike Marramzino
Agency: GSD&M, Austin, TX
Chmn ceo, Steve Gurasich
Sr vp, Chuck Grady
Acct dir, Steve Wille
Acct supr, J.B. Raftus
Sr vp-dir Hispanic svcs, Raoul
Rodriguez
Black Agency: UniWorld
Chmn ceo, Byron Lewis
Vp grp acct dir, Ron Campbell

**125. ALLSTATE HOMEOWNERS
INSURANCE**
Sears Roebuck & Co.

	Media investments	
	1988	1987
Magazines	\$ 1,554,100	\$ 60,400
Natl. Sun. mags.	—	73,200
Network tv	11,847,700	5,847,700
Spot tv	1,834,300	3,160,400
Network radio	6,735,300	3,300,400
Spot radio*	777,400	794,200
Outdoor	—	—
Network cable	223,600	252,800
Newspapers	—	—
Natl. synd.	—	34,200
Total	\$28,678,100	\$13,523,300

*M&M estimates

Marketing/brand management:
Vp prod adv, John Flieder





Agency: Leo Burnett, Chicago
Acct supr, Jim McNitt
Media dir, Don Amos
Assoc media dir, Dan Albert
Acct dir, Ron Sims

126. CENTURY 21

REAL ESTATE

Century 21 Real Estate Corp.

	Media investments	
	1988	1987
Magazines	\$ 1,050,400	\$ 898,200
Natl. Sun. mags.	—	—
Network tv	21,424,300	23,531,600
Spot tv	2,186,500	2,994,900
Network radio	—	—
Spot radio	2,537,100	2,221,800
Outdoor	148,400	49,100
Network cable	34,100	24,800
Newspapers	1,294,300	1,030,300
Natl. synd.	—	—
Total	\$28,675,100	\$30,750,700

Marketing/brand management:

Sr vp-mktg & adv, Bruce Oseland
Dir adv, Phillip Langford
Parent: Metropolitan Life Insurance Co.

Agency: McCann-Erickson, L.A.

Sr vp-mgmt rep, Alan Burgis
Reg vp-acct dir, Joe Van Sickle
Natl vp-acct dir, Bob Sutter
Natl acct supr, Colin Schleining
Sr vp, media dir, Jim Surmanek
Reg acct supr, Kathy Lovelace
Media supr, Luke Andros

127. WRIGLEY'S DOUBLEMINT GUM

Wm. Wrigley Jr. Co.

	Media investments	
	1988	1987
Magazines	\$ 1,370,400	\$ 1,118,500
Natl. Sun. mags.	—	—
Network tv	12,515,300	14,085,700
Spot tv	8,010,900	8,037,900
Network radio	2,779,300	3,977,800
Spot radio	—	180,500
Outdoor	6,700	20,700
Network cable	1,851,800	1,873,400
Newspapers	—	—
Natl. synd.	2,107,800	1,858,600
Total	\$28,642,200	\$31,153,100

Marketing/brand management:

Exec vp mktg, Ronald O. Cox
Mktg dir, Gary Bebee
Mktg mgr, Ron Boyum

Agency: BBDO, Chicago

Sr vp mgmt supr, Tonise Hayden
Acct supr, Jill Brown
Sr acct exec, Staci Boney
Sr vp media dir, Robert Garrison
Vp dir of plng, Kathy Segal
Vp assoc media dir, Nancy Swiet

128. TOYOTA PASSENGER

CARS & LIGHT TRUCKS

Toyota Motor Corp.

	Media investments	
	1988	1987
Magazines	\$ 214,800	\$ 38,900
Natl. Sun. mags.	—	—
Network tv	4,222,800	591,700
Spot tv	19,808,800	20,578,200
Network radio	—	—
Spot radio	3,698,800	2,176,400
Outdoor	70,000	290,000
Network cable	267,100	58,700
Newspapers	no data	no data
Natl. synd.	297,800	202,500
Total	\$28,579,400	\$23,936,400

Marketing/brand management:

Toyota Motor Sales U.S.A.:
Vp corp mktg mgr, George Borst
Natl adv mgr, David Pelliccioni
Adv mgr trucks, Don Cecconi
Adv mgr cars, Jerry Giaquinta
Adv admin trucks, Mark Gelfond
Parent: Toyota Motor Co. Ltd.
Local Dirs.

Agency: Saatchi & Saatchi DFS Inc., Torrance, Calif.

Vice chmn exec mgmt dir, Joe Cronin
Sr vp grp supr, David Doyle
Acct supr (trucks), Dixon Head
Acct supr (cars), Cathy Moylan
Exec vp mgmt supr (cars), Warren Benjamin
Sr vp media dir, Richard Weigand
Vp assoc media dir, Katherine Jaris

Four cigarette companies made it into the Top 200.

129. MEDIPREN PAIN RELIEVER TABLETS & CAPLETS

McNeil Consumer Products Co.

	Media investments	
	1988	1987
Magazines	—	\$ 549,600
Natl. Sun. mags.	—	—
Network tv	\$24,472,700	30,275,500
Spot tv	1,600,100	1,145,700
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	1,050,000	890,600
Newspapers	360,200	101,700
Natl. synd.	1,081,900	2,524,400
Total	\$28,564,900	\$35,487,000

Marketing/brand management:

Pres, Chandler D. Simonds
Dir of prod mgmt, James T. Lenehan
Grp prod dir, William A. Slivka
Prod dir, Don Casey
Asst prod dirs, Hunter Correa, Elizabeth Schnitzler
Parent: Johnson & Johnson
Agency: Lowe Marschalk Inc., N.Y.

Sr vp mgmt supr, Rob Petersen
Vp acct supr, Michael D'Souza
Acct exec, Catta Morris
Asst acct exec, Durk Barnhill
Exec vp media dir, Stephen M. Segal
Vp-assoc media dir, Art Tatnell
Media group head, Vera Barta
Media supr, Ikuo Komae
Sr media plnr, Kathy Katemopoulos

130. MERRILL LYNCH STOCKBROKERS

Merrill Lynch, Pierce, Fenner & Smith Inc.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$27,215,700	\$19,360,100
Spot tv	11,800	37,500
Network radio	—	—
Spot Radio	1,162,300	1,443,800
Outdoor	—	—
Network cable	676,200	218,400
Newspapers	no data	no data
Natl. synd.	—	15,700
Total	\$28,378,000	\$21,075,500

Marketing/brand management:

Vp corp staff-mgr corp adv, James W. Walsh



Vp mgr indiv mktg comm, David Nathans
 Vp mgr bus mktg comm, William A. Dennison
 Vp comm-capital mkts, Joanne Tutschek
Agency: Bozell, N.Y.
 Sr vp mgmt reps, Gerald Sherwin (corp, consumer mkts), Dennis Zolnierzak (capital mkts)
 Sr vp media dir, Joel Kushins
 Sr vp media mgr, Harry Glass

131. HOLIDAY INNS Holiday Corp.

	Media investments	
	1988	1987
Magazines	\$ 169,200	\$ 1,119,800
Natl. Sun. mags.	16,600	7,500

Network tv	13,682,100	10,235,600
Spot tv	2,172,000	1,712,900
Network radio	—	—
Spot radio	584,400	132,700
Outdoor	3,213,100	3,384,500
Network cable	513,900	1,701,000
Newspapers	8,019,700	8,762,100
Natl. synd.	—	—
Total	\$28,371,000	\$27,056,100

Marketing/brand management: Sr vp worldwide mktg, Raymond Lewis

Vp consumer mktg, Kevin Jeter
 Dir adv & prom, Sara Sampson
 Grp dir natl mktg, Steven Pike
Agency: Young & Rubicam, N.Y.
 Media dir, Beth Rockwood
 Grp supr, Don Davis
 Gm, George Guimaraes
 Acct supr, Mary Ellen Kenny

132. U.S. ARMED FORCES RECRUITING

Joint Recruiting Advertising Program

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$24,198,200	\$22,855,500
Spot tv	800	—
Network radio	—	—
Spot radio*	—	19,100
Outdoor	—	2,900
Network cable	1,974,500	2,399,900
Newspapers	1,825,600	—
Natl. synd.	365,700	—
Total	\$28,364,800	\$25,277,400

*M&MD estimates

Marketing/brand management:

Dir joint recruiting adv prog, Lynn Lucchetti
Parent: Department of Defense
Agency: Grey, New York
 Sr vp mktg rep, Robert A. Ravitz
 Exec vp media & prog srvc, Alec Gerster

133. BUICK DEALERS ASSOCIATION FRANCHISE

	Media investments	
	1988	1987
Magazines	—	\$ 15,700
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	\$21,935,300	17,920,600
Network radio	—	7,400

**To cover Houston,
 split your buy
 between
 the two biggest
 newspapers:**



200

Spot radio	362,700	944,300
Outdoor	5,300	—
Network cable	—	—
Newspapers	5,991,100	2,959,400
Natl. synd.	—	—
Total	\$28,294,400	\$21,847,400

Marketing/brand management:
 Buick Motor Div., General Motors:
 Vp-gm, E.H. Mertz
 Gen sls & srvc mgr, R.E. Coletta
 Gen mkt mgr, D.E. Clark
 Gen dir adv, J.W. Qualman
Parent: General Motors Corp.
 Dirs. Assoc.
Agencies: Various



134. FORD MOTOR CO. GENERAL PROMOTION

	Media investments	
	1988	1987
Magazines	\$ 348,000	\$ 712,900
Natl. Sun. mags.	—	—
Network tv	22,124,300	17,248,600
Spot tv	171,700	507,800
Network radio	5,097,900	7,744,300
Spot radio	—	—
Outdoor	129,400	18,000
Network cable	122,400	158,700
Newspapers	(No data)	(No data)
Natl. synd.	123,700	569,900
Total	\$28,117,400	\$26,960,200

Marketing/brand management:
 Exec dir mktg staff, J.G. O'Connor
 Dir adv & mktg strategy, D.T. McClure
 Adv & comm mgr, F.R. Wuellner
 Media suprs, H.M. Myers
Agency: Wells, Rich, Greene, Dearborn, MI
 Sr vp grp dir, James B. Lawrence
 Vp mgmt supr, Victor Emmanuele (N.Y.)
 Vp acct supr, Rober Swann (N.Y.)
 Vp sr acct supr, Conrad J. Welsing, Jr.
 Sr acct exec, Philip Alandt
 Vp media dir, Arthur Edelstein
Black agency: Burrell Advertising, Chicago
 Sr vp grp dir, C. Curry
 Acct supr, Robert Jackson
 Sr vp media, Nick Howse
 Assoc media dir, Zeline Kelly

135. FORD RANGER COMPACT TRUCKS Ford Motor Division

	Media investments	
	1988	1987
Magazines	\$ 8,262,700	\$ 8,274,100

Natl. Sun. mags.	—	—
Network tv	14,821,600	12,176,800
Spot tv	3,948,200	3,757,400
Network radio	—	—
Spot radio	—	—
Outdoor	48,800	16,700
Network cable	378,900	390,600
Newspapers	(no data)	(no data)
Natl. synd.	210,400	223,300
Total	\$27,670,600	\$24,838,900

Marketing/brand management:

The daily Chronicle and The Sunday Chronicle.

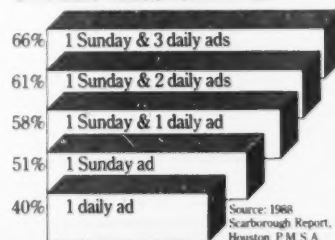
The Chronicle reaches Houstonians with astonishing ease. For instance, one daily Chronicle ad reaches more readers than two insertions in the city's other daily newspaper. And on Sunday? One Chronicle ad reaches more readers than the other paper does with five weeks of Sunday ads.

You even get a big discount for a frequency buy in The Chronicle. Just ask about Chron-Flight when you talk to Ad Sales at (713) 220-7761.

One phone call, and you'll get Houston's top two newspapers. Smart!

Houston Chronicle
Houston's primary advertising investment

Chronicle Reach—Adults 18 +



Source: 1988
Scarborough Report,
Houston P.M.S.A.

Chronicle



Vp gm, T.J. Wagner
Gen mktg mgr, P.M. Novell
Adv mgr, John Vanderzee
Truck ad mgr, Bill Glick
Dealer ad mgr, R.W. Lisenby
Media mgr, R.C. Halseth
Parent: Ford Motor Co.
Agency: J. Walter Thompson, Detroit
Exec vp gm, Chuck Balestrino
Sr vp acct dir, Ron Buckhammer
Sr vp media dir network brdcast, Ron Frederick
Vp car & truck grp media dir, Paul Hunt
Sr vp media dir, Bob Reuschle
Vp assoc media dir (trucks), Susan Kiltie
Hispanic markets agency: Mendoza Dillon, Newport Beach, Calif.

136. DODGE PASSENGER CARS & LIGHT TRUCKS Chrysler Corp.

	Media investments	
	1988	1987
Magazines	\$ 318,900	\$ 339,200
Natl. Sun. mags.	—	—
Network tv	9,773,900	—
Spot tv	10,944,600	6,933,200
Network radio	5,855,700	236,900
Spot Radio	—	—
Outdoor	57,800	38,000
Network cable	562,900	134,200
Newspapers	—	—
Natl. synd.	—	—
Total	\$27,513,800	\$7,681,500

Marketing/brand management:
Vp Dodge car & truck, John Damoose
Car gen mktg mgr, Charles B. Kitz
Truck gen mktg mgr, Larry W. Baker
Car adv mgr, Jay Kuhnle
Truck adv mgr, Mike G. Kelley
Agency: BBDO, Detroit
Pres-ceo, Bill Kelly
Sr vp-grp mgmt supr, Bill Oswald
Sr vp-mgmt supr Dodge trucks, Mike Graham
Vp-acct supr Dodge trucks, Tim Miller
Sr vp-media dir, Gene McCarthy
Vp-media dir, Joe Caponigro
Sr vp mgmt supr cars, John Hammond
Vp acct supr cars, Gordon Berg, Mark Caroselli
Vp media dir, Ted Zahrfeld

137. U.S. POSTAL SERVICE EXPRESS MAIL SERVICE U.S. Postal Service

	Media investments	
	1988	1987
Magazines	\$ 4,436,100	\$ 3,966,200
Natl. Sun. mags.	—	—
Network tv	4,865,400	—
Spot tv	15,697,000	14,297,600
Network radio	357,400	—
Spot radio	1,392,700	—
Outdoor	445,500	92,800
Network cable	77,300	—
Newspapers	—	—
Natl. synd.	—	—
Total	\$27,271,400	\$18,356,600

Marketing/brand management:
Dir mktg, Bruce Downey
Dir adv, Rod DeVar
Agency: Young & Rubicam, N.Y.
Sr vp-grp dir, Rich Kahn
Acct supr: Dick Keßbon (stamps), Jack Powers (Express Mail), William McGorry (Express Mail), Cathy McCarthy (products & services)
Vp-grp media supr, Beth Rockwood
Media supr, J. C. Ziegler

Fast-food entries were on the decline in '88.

138. GATORADE FLAVORED DRINK Quaker Oats Co.

	Media investments	
	1988	1987
Magazines	\$ 3,483,400	\$ 2,948,000
Natl. Sun. mags.	—	—
Network tv	17,392,300	8,868,500
Spot tv	2,476,500	3,465,900
Network radio	418,700	1,069,700
Spot radio	465,400	1,127,100
Outdoor	342,100	—
Network cable	649,900	638,500
Newspapers	613,600	107,700
Natl. synd.	1,019,200	1,873,100
Total	\$26,861,100	\$20,098,500

Marketing/brand management:
Vp-prod mgmt, John Breuer
Channel mgmt, Susan Doten
Brand mgrs, Tom Feitel, Michael Whitcomb
Agency: Bayer Bess Vanderwarker & Flynn, Chicago
Vp-acct dir, Bill Daily
Vp-acct supr, Reese Adams
Assoc media dir, John Reebeel
Media supr, Jim Ensign

139. NISSAN MAXIMA Nissan Motor Co. Ltd.

	Media investments	
	1988	1987
Magazines	\$ 5,940,400	\$1,272,900
Natl. Sun. mags.	—	70,800
Network tv	11,832,700	472,700
Spot tv	8,149,400	914,700
Network radio	—	—
Spot radio	—	—
Outdoor	—	1,300
Network cable	130,500	—
Newspapers	130,500	—
Natl. synd.	582,500	—
Total	\$26,766,000	\$2,723,400

Marketing/brand management:
Dir mktg, John Nystrom
Natl mgr regional mktg, Brian Barrett
Adv prog mgr gen svcs, Dale Finley
Mgr reg mktg supp, Susan Furedi
Reg mktg prog mgr (south), Gary Kirschke
Reg mktg prog mgr (north), Mark Pozorski
Agency: Chiat/Day Inc.
Exec vp acct dir, Tom Patty
Media dir, Hank Antosz

140. LONG JOHN SILVER'S RESTAURANTS Jerrico Inc.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	\$ 4,663,600
Spot tv	\$25,793,800	24,766,400
Network radio	—	—
Spot radio	328,100	105,100
Outdoor	91,900	56,400
Network cable	—	463,600
Newspapers	163,600	131,900
Natl. synd.	—	13,000
Total	\$26,705,500	\$30,200,000



Marketing/brand management:

Sr vp mktg, Bob McDevitt
Vp gm adv, George Williams
Sr dir media, Vic Yeandel
Vp mktg, Brian Dixon
Agency: Marc Advertising,
Pittsburgh
Vp media, John Harper
Acct supr, Jim Werbel
Acct exec, Pam Camburn
Print admin, Fawn Warnick

141. MARLBORO LIGHTS

KINGS &

100'S CIGARETTES

Philip Morris Companies
Inc.

	Media investments	
	1988	1987
Magazines	\$18,012,500	\$ 911,600
Natl. Sun. mags.	3,068,600	133,200
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	101,900	—
Network cable	—	—
Newspapers	5,520,300	448,900
Natl. synd.	—	—
Total	\$26,703,300	\$1,493,700

Marketing/brand management:

Grp dir, Nancy Brennan Lund
Brand mgr, Richard Camisa
Dir media, Richard L. Stirlen
Vp mktg, David E.R. Dangoor
Vp mktg svcs, Ellen Merlo
Agency: Leo Burnett Inc.,
Chicago
Exec vp, Jim Oates
Sr vp acct dir, Peter Volz
Vp acct supr, Alan Chichester
Exec vp media svcs dir,
Willard Hadlock
Vp media dir, Bob Houghtlin

**Carnival
cruised its way
in the Top
200 with \$26
million in ad
expenditures.**

142. CHEERIOS CEREAL

General Mills Inc.

	Media investments	
	1988	1987
Magazines	\$ 1,970,800	\$ 38,200
Natl. Sun. mags.	—	—
Network tv	8,072,900	4,388,400
Spot tv	14,190,200	10,428,200
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	1,645,600	984,800
Newspapers	588,900	16,200
Natl. synd.	173,100	309,100
Total	\$26,641,500	\$16,164,900

Marketing/brand management:

Vp & gm mktg svcs, Don Knutzen
Dir adv svcs, R.J. Blake
Agency: Saatchi & Saatchi
Mgmt supr, Anne Altmaier
Acct supr, Steve Cohen
Sr assoc media dir, Lon Capozzoli
Media dir, Allen Banks
Assoc media dir, Ruthanne
Greenberg
Media supr, Becky Hom

143. TIME-LIFE BOOKS

Time Inc.

	Media investments	
	1988	1987
Magazines	\$13,913,600	\$12,403,100
Natl. Sun. mags.	—	172,400
Network tv	44,000	—
Spot tv	7,251,800	5,951,100
Network radio	24,000	241,200
Spot radio	—	—
Outdoor	—	—
Network cable	4,001,200	3,155,800
Newspapers	—	—
Natl. synd.	1,283,100	96,000
Total	\$26,517,700	\$21,919,600

Marketing/brand management:

Pres Time-Life Books, John Fahey
Sr vp mktg, Robert DeSena
Mktg dir, Mary Donohoe
Dir prod mgmt, Frank Haeger
Prod mgrs: Tom Corry, Robin
Schuster, Kip Watkins
Bdct media mgr, Wayne Butler
Print media mgr, Shari Altman
Agencies: Wunderman Worldwide,
N.Y.

Vp mgmt supr, Andy Jones
Exec vp media dir, Polly Langbort
Grp dir exec vp, Worth Linen
Media supr, Rob Small
Acct exec, Alex Hughes
Assoc acct exec: Jennifer Lindstrom
A. Elcoff & Co.

Pres, Ron Bliwas

Sr vp acct mgr, Rick Sangerman
Sr vp media dir, Francie Barson
Sr vp crtv dir, Joel Rappin
Vp grp crtv dir, Carol Darr
Media buyers: Ken Houdek,
Mary Clacher, Peggy Stuebe

144. AVIS RENT-A-CAR

SYSTEM

Avis Inc.

	Media investments	
	1988	1987
Magazines	\$ 3,431,200	\$ 4,607,700
Natl. Sun. mags.	—	55,000
Network tv	—	—
Spot tv	10,227,100	7,846,100
Network radio	4,457,100	5,343,100
Spot radio	14,500	577,500
Outdoor	150,000	90,000
Network cable	80,500	187,700
Newspapers	8,029,500	7,655,800
Natl. synd.	—	63,300
Total	\$26,389,900	\$26,426,200

Marketing/brand management:

Vp mktg, Robert Cardillo
Vp-mktg svcs, Allen Kurzman
Dir of advg, David Padgett
Agency: Backer Spielvogel Bates,
N.Y.
Sr vp-mgmt rep, Alan Kellam
Acct supr, Don Simon, Michael
Stewart
Acct execs, Jodi Ballard, Rob
Rawley
Assoc media dir, Steve Maietta
Media supr, Russell Zingale

145. CARNIVAL CRUISE LINES

Carnival Cruise Lines Inc.

	Media investments	
	1988	1987
Magazines	\$ 67,600	\$ 60,800
Natl. Sun. mags.	29,600	14,200
Network tv	13,168,100	10,993,800
Spot tv	1,249,000	1,395,300
Network radio	—	—
Spot Radio	—	—
Outdoor	1,900	10,700
Network cable	289,900	339,400
Newspapers	11,487,600	9,174,800
Natl. synd.	—	637,800
Total	\$26,293,700	\$22,626,800



Marketing/brand management:

Pres-ceo, Micky Arison
Sr vp-sales & mktg, Robert H. Dickinson
Vp mktg, Karine L. Armstrong
Agencies: McFarland & Drier, Miami
(Broadcast)
Chair, William McFarland
Media dir, Geri Donnelly
Media buyer & plnr, Chris Vari
Prod mgr, Lisa Stephens
HMK Advertising, Boston
(Print)
Pres, Harvey Karp
Acct supr & media dir, Holly Patmore
Adv coor & media buyer, Suzanne Provencher

146. BARTLES & JAYMES WINE COOLER E&J Gallo Winery

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$20,675,100	\$32,338,900
Spot tv	344,500	1,092,300
Network radio	—	—
Spot radio	—	136,200
Outdoor	—	—
Network cable	69,900	76,900
Newspapers	42,600	101,900
Natl. synd.	5,149,800	3,440,000
Total	\$26,281,900	\$37,186,200

Marketing/brand management:

Vp mktg, David Gallo
Vp brand mgmt, Gerry Glasgow
Sr brand mgr, Dick Haasnoot
Vp media dir, Sue McClelland
Dir corp comm, Dan Solomon
Parent: E&J Gallo Winery
Agency: Hal Riney & Partners, San Francisco

147. FORD PASSENGER CARS (multi-product ads) Ford Motor Division

	Media investments	
	1988	1987
Magazines	\$ 1,631,400	\$ 205,000
Natl. Sun. mags.	—	—
Network tv	5,487,400	16,389,900
Spot tv	6,862,700	6,756,600
Network radio	—	79,600
Spot Radio	343,300	163,500

Outdoor	559,100	465,800
Network cable	174,700	456,800
Newspapers	10,585,100	12,720,800
Natl. synd.	238,800	186,900
Total	\$26,225,800	\$37,424,900

Marketing/brand management:

Vp gm, T.J. Wagner
Gen mktg mgr, P.M. Novell
Adv mgr, John Vanderzee
Car ad mgr, R.J. Gillooly
Dealer ad mgr, R.W. Lisenby
Media mgr, R.C. Halseth
Parent: Ford Motor Co.
Agency: J. Walter Thompson, Detroit
Exec vp gm, Chuck Balestrino
Sr vp mgmt dir, Ron Buckhammer
Sr vp crtv dir Ford grp, Richard Howting
Sr vp dir mktg svcs, Don Topping
Sr vp grp media dir, Ron Fredrick
Media dir, Bob Reuschle
Vp car & truck grp media dir, Paul Hunt
Vp grp media dir (cars), Ron Johnston
Sr vp grp media dir net brdcast, Ron Frederick
Hispanic Agency: Mendoza, Dillon & Asociados, Newport
Sr vp client svcs, Robert Howells
Acct supr, Ingrid Otero
Vp media dir, Terry Silverman
Media plnr (Ford), Robert Alvarado
Black agency: Burrell Advertising, Chicago
Sr vp grp dir, C. Curry
Acct supr, Robert Jackson
Sr vp media, Nick Howse
Assoc media dir, Zeline Kelly

148. MASTERCARD CREDIT CARD SERVICES

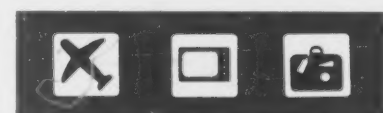
Mastercard International
(Not including regional tv and ads solely for Gold card, international services and travelers checks)

	Media investments	
	1988	1987
Magazines	\$ 1,952,700	\$ 3,247,400
Natl. Sun. mags.	370,500	729,400
Network tv	16,946,400	20,434,800
Spot tv	1,995,400	943,100
Network radio	—	2,080,400
Spot radio	2,945,900	2,009,300

Outdoor	44,000	42,000
Network cable	710,000	412,100
Newspapers	890,100	369,900
Natl. synd.	12,000	—
Total	\$25,867,000	\$28,188,000

Marketing/brand management:

Sr vp card prod bus grp, F. Alan Schultheis
Sr vp & bus mgr brand MasterCard, Meg Jacobson
Vp mktg brand MasterCard, Susan Burke
Vp usage & promo brand MasterCard, Bonnie MacDonald
Vp & bus mgr Gold MasterCard, Keith Kendrick
Vp & bus mgr BusinessCard, Richard Holpp
Vp merchant development, Philip A. Carter
Vp bus development, David Chirls
Agency: Lintas: New York
Exec vp, F. Stone Roberts
Sr vp mgmt supr, Frank Mangan
Vp acct supr brand MasterCard, Bob Nadelman
Vp acct supr Gold MasterCard, Diane Buckley
Vp-media dir, Catherine Hahn
Exec vp-dir media svcs, Louis M. Schultz
Sr vp, grp media dir, Carolyn Libby
Media supr, Michael Carr



149. KLEENEX HUGGIES DIAPERS Kimberly-Clark Corp.

	Media investments	
	1988	1987
Magazines	\$ 2,039,600	\$ 977,400
Natl. Sun. mags.	—	—
Network tv	20,973,400	22,989,700
Spot tv	311,100	97,200
Network radio	—	—
Spot radio	48,700	38,800
Outdoor	1,200	—
Network cable	163,700	70,200
Newspapers	882,100	47,700
Natl. synd.	1,429,100	514,600
Total	\$25,848,900	\$24,735,600



Marketing/brand management:

Vp brand mgmt infant care div,
Richard F. Auchter
Mktg dir, Steve R. Kalmanson
Dir adv svcs, George J. Ker, Jr.
Agency: Ogilvy & Mather, N.Y.
Sr vp grp dir, Cliff Angers
Sr vp mgmt supr, David Mechlin
Sr vp assoc media dir, Mark Rice
Vp asst media dir, Mindy Kiger

150. OIL OF OLAY LOTION

Richardson-Vicks Inc.

	Media investments	
	1988	1987
Magazines	\$ 5,770,700	\$ 8,691,400
Natl. Sun. mags.	—	212,600
Network tv	16,989,500	10,510,400
Spot tv	1,455,400	2,648,700
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	2,300	—
Newspapers	135,700	29,300
Natl. synd.	1,350,800	4,347,200
Total	\$25,704,400	\$26,439,600

Marketing/brand management:

Mktg dir olay prods, Mary Jaensch
Dir media, Irwin Fleischer
Brand mgr, Alan Kerzner
Parent: Procter & Gamble Co.
Agency: Wells, Rich, Greene, N.Y.
Sr vp-mgmt supr, Joan Overlock
Vp-acct supr, Kathy Kehoe
Sr vp-corp media dir, Steve Farella
Vp-media plng dir, Mark Buttitta
Vp-media grp head, Bruce Ligon

151. MACY'S INSTITUTIONAL

Macy Acquiring Corp.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	\$ 1,969,700	\$ 2,037,100
Network radio	—	—
Spot radio	264,400	276,400
Outdoor	—	25,000
Network cable	—	—
Newspapers	23,286,800	19,944,700
Natl. synd.	—	—
Total	\$25,520,900	\$22,283,200

Marketing/brand management:

Sr vp sales & prom, Rosanne
Cooper
Mktg dir brdcast, Howard Adler
Prod admin, Joe Civitillo
Agency: In-House

152. GENERAL FOODS INTERNATIONAL COFFEES

Philip Morris Cos.

	Media investments	
	1988	1987
Magazines	\$ 3,920,800	\$ 2,693,500
Natl. Sun. mags.	—	—
Network tv	10,884,100	10,652,200
Spot tv	4,177,000	3,768,800
Network radio	1,462,300	1,338,500
Spot radio	—	189,500
Outdoor	—	—
Network cable	860,100	829,100
Newspapers	764,900	51,500
Natl. synd.	3,415,100	2,321,700
Total	\$25,484,300	\$21,844,800

Marketing/brand management:

Dir mktg-Maxwell House Coffee
Division, Robert J. Pizzuti
Prod grp mgr, Carolyn LoGalbo
Agency: Young & Rubicam, N.Y.
Exec vp-worldwide acct dir, Larry
Shapiro
Sr vp-mgmt supr, Steve Brookstein
Vp-acct supr, Claudia Rose
Sr vp-media dir, George Sharpe
Sr vp-media grp supr, Diane Spencer

153. CHEESE INDUSTRY PROMOTION

American Dairy Association

	Media investments	
	1988	1987
Magazines	\$ 850,700	\$ 418,100
Natl. Sun. mags.	297,800	—
Network tv	16,131,200	24,168,800
Spot tv	1,060,100	715,100
Network radio	1,863,100	—
Spot radio	174,200	95,100
Outdoor	—	—
Network cable	4,470,400	949,800
Newspapers	—	—
Natl. synd.	331,600	41,400
Total	\$25,179,100	\$26,388,300

Marketing/brand management:

Sr vp-adv & mktg svcs, United
Dairy Industry Association, and pres,
American Dairy Association, Joseph
B. Kelsch
Vp-mktg plng, Stephen A.
Dohrmann
Vp-mktg svcs, Grover B. Simpson
Dir adv svcs, Donna A. Arcus

Parent: United Dairy Industry
Association

Agency: D'Arcy Masius Benton &
Bowles, Chicago

Sr vp-grp acct dir, Ben Bishop
Sr vps-mgmt supr, Bob Meuser
Vp-acct supr, Andrea Dichter
Sr vp-dir media svcs, Joe Zeller
Vp-assoc media dir, Gail Fujisawa

154. CHRYSLER PASSENGER CARS

Chrysler Corp.

	Media investments	
	1988	1987
Magazines	\$12,924,900	\$ 543,900
Natl. Sun. mags.	—	—
Network tv	7,935,500	622,600
Spot tv	1,580,500	3,243,700
Network radio	—	156,200
Spot radio	16,100	—
Outdoor	42,500	21,600
Network cable	186,400	20,900
Newspapers	2,328,100	11,071,500
Natl. synd.	62,400	—
Total	\$25,076,400	\$15,680,400

Marketing/brand management:

Gen mktg mgr, C.J. Vitulli
Natl adv mgr, Jim Jandasek
Dealer mktg mgr, Bill Klinger
Natl mktg plans mgr, Steve Bruyn
Agency: Bozell, Birmingham,
Mich.
Sr vp-mgmt supr, L. Vernon
Vp-acct supr, C. Russo
Sr acct exec, N. Sparrer
Acct exec, J. Strabbing
Sr vp-media dir, P. Matz
Sr vp-dir plng, E. Kruger
Assoc media dir, P. Floyd

155. CADILLAC DEALERS ASSOCIATION

**General Motors Corp.
Dealers Assn.**

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	\$19,468,400	\$13,701,400
Network radio	—	—
Spot radio	176,600	329,500
Outdoor	11,200	—
Network cable	—	—
Newspapers	5,430,700	2,189,200
Natl. synd.	—	—
Total	\$25,075,700	\$16,220,100



Marketing/brand management:

Mgr dealer mktg assn, Greg Warner
Asst mgrs dealer mktg assn, Jerry Churchbara, Larry Anderson
Agencies: Various

156. KELLOGG'S NUTRI-GRAIN CEREAL

Kellogg Co.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$21,992,200	\$8,297,900
Spot tv	1,708,300	939,600
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	135,800	79,400
Newspapers	840,900	—
Natl. synd.	390,800	249,500
Total	\$25,068,000	\$9,566,400

Marketing/brand management:

Exec vp sls & mktg, M.D. Simpson
Vp mktg, T.P. Mobsby
Agency: J. Walter Thompson, Chicago
Sr vp grp acct dir, George Lange
Vp acct dir, George Schott
Acct supr, Susan White
Vp grp media dir, Kayne Lanahan
Media dir, Heather Faust



157. ECKERD DRUG STORES

Jack Eckerd Corp.

	Media investments	
	1988	1987
Magazines	\$ 357,400	\$ 697,300
Natl. Sun. mags.	—	—
Network tv	1,195,200	1,458,000
Spot tv	16,908,300	16,404,300
Network radio	—	—
Spot radio	1,374,800	1,408,800
Outdoor	172,200	73,700
Network cable	1,310,200	1,575,100
Newspapers	3,675,000	5,980,700
Natl. synd.	—	—
Total	\$24,993,000	\$27,597,900

Marketing/brand management:

Vp adv & sls pform, Ken Banks
Adv dir, Betsy O'Neill
Adv coord, Julie Gardner
Agency: WB Doner, St. Petersburg, Fla.
Vp media dir, Robert Jordan
Sr vp acct supr, Anne Bergstrom

158. NUPRIN PAIN RELIEF FORMULA TABLETS

Bristol-Myers Co.

	Media investments	
	1988	1987
Magazines	—	\$ 1,904,200
Natl. Sun. mags.	—	40,700
Network tv	\$18,634,400	\$28,683,700
Spot tv	1,073,000	611,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	1,032,600	945,900
Newspapers	—	84,300
Natl. synd.	4,047,900	4,826,400
Total	\$24,787,900	\$37,095,500

Marketing/brand management:

Pres Bristol-Myers prod, Stephen Bear
Vp mktg, Peter Doan
Dir of analgesic, Robert Merold
Agency: Grey, N.Y.
Exec vp, Herb Lieberman
Exec vp media & prog svcs, Alec Gerster

159. BUICK PASSENGER CARS

General Motors Corp.

	Media investments	
	1988	1987
Magazines	\$ 3,560,000	\$ 7,672,400
Natl. Sun. mags.	530,000	304,400
Network tv	9,772,800	18,008,500
Spot tv	1,108,100	8,889,300
Network radio	3,280,400	2,908,600
Spot radio	3,107,000	1,998,300
Outdoor	80,000	500
Network cable	115,400	472,900
Newspapers	2,970,200	2,033,700
Natl. synd.	—	—
Total	\$24,523,900	\$42,288,600

Marketing/brand management:

Gen mktg mgr, Darwin Clark
Gen dir adv, Jay Qualman
Gen dir div mktg, John Dabels
Vp-gen mgr, E.H. Mertz
Gen sales & svcs mgr, R.E. Coletta
Agency: McCann-Erickson, Troy, Mich.
Sr vp-mgmt dir, Richard A. Hill
Vp natl grp acct dir, George Bak
Vp grp acct supr, Glynn Armitage
Acct supr, Bob Cleary
Acct execs, Roxanne Blaquiére, John Holowaty, Robert Schneider, Sara Sevec, Nannette LaFond
Sr vp-dir media svcs, Helen Seligman

Eighteen car models appear in this year's Top 200 tally.

160. CHEVROLET PASSENGER CARS AND LIGHT TRUCKS

General Motors Corp.

	Media investments	
	1988	1987
Magazines	\$ 5,645,400	—
Natl. Sun. mags.	49,300	\$ 106,300
Network tv	14,160,300	7,712,300
Spot tv	1,121,000	4,380,800
Network radio	2,972,600	4,400
Spot radio	—	—
Outdoor	—	6,900
Network cable	273,500	289,100
Newspapers	(no data)	(no data)
Natl. synd.	243,300	75,200
Total	\$24,465,400	\$12,575,000

Marketing/brand management:

Mgr truck adv, Candice Robbins
Mktg mgr trucks, F.F. Raine
Mgr truck merch, W.L. Ames
Mgr adv pass cars, Danielle Colliver
Mktg mgr pass cars, Steve D. McAvoy
Gen mktg mgr, Mike Erdman
Natl mgr pass car merch, John C. Burrow



Agency: Lintas:Campbell-Ewald, Warren, Mich.

Cars:

Sr vp grp dir, Tom Thompson
Sr vp grp acct supr, Michael J. Ryan
Acct supr, David Scott, Pete Rentschler, Tim Keaton

Trucks:

Exec vp client svc dir, Anthony J. Hopp

Sr vp, Dennis G. Connaughton

Grp sr vp, John A. Barczyk

Sr vp, Ronald D. Geske

Sr vp grp media dir print, Karen Ritchie

Sr vp grp media dir brdcast, Judith E. Sawyer

Judith E. Sawyer

Sr vp dir natl brdcast media, Barbara A. Munroe

Barbara A. Munroe

Sr vp dir local media, Robert I. Mitchell

Mitchell

Vp assoc media dir (natl), Patricia Sharp

Patricia Sharp

Vp assoc media dirs (area mktg), John A. Winkelseth, Bruce Weber,

John A. Winkelseth, Bruce Weber,

Caryn Gray

161. MERIT FILTER KING

CIGARETTES

Philip Morris Co.

	Media investments	
	1988	1987
Magazines	\$20,103,000	\$ 998,200
Natl. Sun. mags.	93,100	281,200
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	1,900	91,100
Network cable	—	—
Newspapers	4,249,400	102,300
Natl. synd.	—	—
Total	\$24,447,400	\$1,473,500

Marketing/brand management:

Brand mgr, Jim Scully

Vp mktg, David Dangoor

Dir of media, Rick Stirlen

Agency: Leo Burnett Co.

Media dir, Bob Houghtlin

Acct dir, Peter Volz

Acct supr, Michael Peters

Acct exec, Dean Casagrande

**Tony the Tiger
roared into the
top 100 in '88.**

162. AT&T INTERNATIONAL LONG DISTANCE SERVICE

**American Telephone
& Telegraph Co.**

	Media investments	
	1988	1987
Magazines	\$15,015,100	\$14,823,400
Natl. Sun. mags.	1,059,800	738,200
Network tv	1,498,100	—
Spot tv	5,402,900	13,404,300
Network radio	934,900	3,214,900
Spot radio	—	—
Outdoor	—	—
Network cable	282,600	320,100
Newspapers	(no data)	3,330,500*
Natl. synd.	28,300	35,600
Total	\$24,422,700	\$35,867,000

*M&M estimates

Marketing/brand management:

Adv dir, K. M. Armstrong

Div mgr-intl, Jackie Woodall

District mgr-intl, Jennifer McVea

Dir-intl mktg, Rod Sturm

Agency: Young & Rubicam, N.Y.

Sr vp-grp dir, M. Lowenstein

Vp-mgmt supr, Barbara Jack

Vp mgmt supr, Jonas Wagner

Hispanic Agency: Bermudez

Associates

Sr acct exec, Ava Overstreet

163. KELLOGG'S CORN FLAKES

Kellogg Co.

	Media investments	
	1988	1987
Magazines	\$ 71,400	\$ 391,900
Natl. Sun. mags.	—	—
Network tv	21,067,100	18,107,300
Spot tv	919,700	2,855,500
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	192,700	316,400
Newspapers	1,104,900	—
Natl. synd.	874,300	949,700
Total	\$24,230,100	\$22,620,800

Marketing/brand management:

Exec vp sales & mktg, M.D.

Simpson

Vp mktg, T.P. Mobsby

Agency: Leo Burnett Co., Chicago

Exec vp acct dir, Jim Jenness

Vp acct dir, ALan Roehl

Acct supr, Stacy Sopcich

Acct exec, Tim Leahy

Exec vp media svcs div, Willard

Hadlock

Media dirs, Lincoln Bumba,

John Muszynski

Minority Agency: Vince Cullers

Advertising, Chicago

Acct supr, George Boykin

Media dir, Jeff Cullers

164. EAGLE DEALERS ASSOCIATION FRANCHISE

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$ 5,910,700	—
Spot tv	18,227,500	—
Network radio	—	—
Spot Radio	—	—
Outdoor	—	—
Network cable	51,900	—
Newspapers	—	—
Natl. synd.	—	—
Total	\$24,190,100	—

Marketing/brand management:

Gen mktg mgr, R.A. Sarotte

Advance mktg plns mgr, R.W.

Everett

Natl adv mgr, R.D. Dreyfus

Natl mktg plns mgr, M.E. Yatsko

Natl merch mgr, T.J. Peyton

Agency: Campbell-Mithun-Esty,

Southfield, Mich.

Vp mgmt supr, Tom Deska

Exec vp, David VanPearson

Acct supr, Bill Jausch

Sr acct exec, Stuart Hazelwood

Acct exec, Carl Brockmiller

Media dir, Rick Paschke

Vp assoc media dir, Kevin Brown

165. NISSAN DEALERS ASSOCIATION FRANCHISE Nissan Regional Marketing

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	\$22,032,300	\$51,220,400
Network radio	—	—
Spot radio	1,803,200	4,311,500



Outdoor	—	4,000
Network cable	—	—
Newspapers	175,200	977,800
Natl. synd.	—	—

Total **\$24,010,700** **\$56,513,700**

Marketing/brand management:

Dir mktg, John Nystrom
Natl mgr reg mktg, Brian Barrett
Reg mktg mgr program (south), Gary Kirschke
Reg mktg mgr program (north), Mark Pozorski
Agency: Chiat/Day
Vp acct dir reg mktg, John Barty
Media dir reg mktg, Dennis Ricci

166. GOODYEAR CAR TIRES Goodyear Tire & Rubber Co.

	Media investments	
	1988	1987
Magazines	\$10,505,200	\$ 2,519,000
Natl. Sun. mags.	18,600	—
Network tv	6,250,400	6,860,500
Spot tv	5,189,600	3,083,300
Network radio	15,000	323,200
Spot radio	280,800	545,000
Outdoor	1,100	—
Network cable	645,300	197,600
Newspapers	—	—
Natl. synd.	859,200	1,143,000
Total	\$23,765,200	\$14,671,600

Marketing/brand management:

Gen mktg mgr consumer tire prods, Al Eastwood
Mktg mgr auto tires, Howard MacDonald
Vp tire mktg, James DeVue
Dir advg, Davis Jones
Agency: Young & Rubicam, N.Y.
Sr vp, Charles Riley
Sr vp group dir, Dan Wagner
Acct supr, Rich Murphy
Media supr, Amanda Murtagh

167. CHEERIOS HONEY NUT CEREAL General Mills Inc.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$ 7,673,000	\$ 3,822,000
Spot tv	13,541,200	10,042,600
Network radio	—	—
Spot radio	—	—
Outdoor	—	—

Network cable	1,525,500	921,600
Newspapers	625,900	—
Natl. synd.	210,100	93,900

Total **\$23,575,700** **\$14,880,100**

Marketing/brand management:

Vp & gm mktg svcs, Don Knutzen
Dir adv svcs, R.J. Blake
Agency: Saatchi & Saatchi
Mgmt supr, Anne Altmaier
Acct supr, Steve Cohen
Sr assoc media dir, Lou Capozzoli
Media dir, Allen Banks
Media supr, Eileen McNeerney
Assoc media dir, Ruthanne Greenberg

168. WALT DISNEY WORLD AMUSEMENT PARK Walt Disney Co.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$10,404,200	\$ 5,672,500
Spot tv	10,815,600	12,073,000
Network radio	52,800	—
Spot radio	—	—
Outdoor	—	15,400
Network cable	536,200	633,300
Newspapers	—	—
Natl. synd.	1,761,000	879,900
Total	\$23,569,800	\$19,274,100

Marketing/brand management:

Sr vp-mktg, Tom Elrod
Vp mktg, Phil Lengyel
Parent: Walt Disney Co.
Agency: Vista Advertising
Agency, In-House
Ad mgr, Michael McPhillips
Media buyers, Medra Burdett, Jane Williams

**Fast-food
franchise
entries fell
from 11 last
year to 8
this year.**

169. BRITISH AIRWAYS PASSENGER SERVICE United Kingdom of Great Britain

	Media investments	
	1988	1987
Magazines	\$ 5,070,200	\$ 184,900
Natl. Sun. Mags.	206,800	202,200
Network tv	—	—
Spot tv	8,445,700	4,318,200
Network radio	—	—
Spot radio	1,312,000	3,500
Outdoor	308,400	59,600
Network cable	2,200	—
Newspapers	8,209,900	6,284,000
Natl. synd.	—	—
Total	\$23,555,200	\$11,052,400

Marketing/brand management:

Sr vp N.A., John Power
Dir ind programs, Mike Jayne
Dir mktg sales prom, George Hadley
Agency: Backer Spielvogel, Bates, N.Y.
Vp acct dir, Cathy Constable
Acct supr, Tom Wilson
Acct exec, Kary Fory
Media supr, Alain Zutter

170. SIZZLER RESTAURANT Sizzler Restaurants International Inc.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	\$22,794,900	\$21,421,100
Network radio	—	—
Spot radio	327,500	211,000
Outdoor	7,400	16,200
Network cable	3,000	—
Newspapers	367,500	361,500
Natl. synd.	—	—
Total	\$23,500,300	\$22,009,500

Marketing/brand management:

Exec vp mktg, Michael M. Minchin, Jr.
Adv dir, Donald W. Lum
Dir field mktg, Jim Scharf
Dir prod devel, Stacey James
Dir purchasing, Nydia Casas
Parent: Collins Foods International, Inc.
Agency: BBDO, Los Angeles
Sr vp grp dir, Tom Pickles
Vp acct supr, Jim Ward
Acct execs, Steve Czerniel, Randy Davis
Media dir, Ron Harrison



171. REEBOK SPORTING FOOTWEAR Reebok International Ltd.

	Media investments	
	1988	1987
Magazines	\$ 3,501,900	\$2,797,300
Natl. Sun. mags.	—	70,900
Network tv	14,207,200	1,275,200
Spot tv	3,596,100	1,982,900
Network radio	166,400	—
Spot Radio	311,100	367,000
Outdoor	77,200	35,800
Network cable	1,330,400	263,300
Newspapers	—	—
Natl. synd.	243,100	—
Total	\$23,433,400	\$6,792,400

Marketing/brand management:

Sr vp chief mktg off, Mark Goldston
Vp lifestyle footwear, Betty Richardson
Vp adv, Sharon Cohen
Agency: Chiat/Day Mojo
Vp grp supr, Steve Friedman
Mgmt supr, Jane Gundell
Acct supr, Rob DeFlorio
Mgmt supr, Valerie Pirie
Acct execs, Paula Frigno, Robin Juannides
Acct asst, Kim Pomenick

172. KELLOGG'S RAISIN BRAN Kellogg Co.

	Media investments	
	1988	1987
Magazines	—	\$ 2,970,900
Natl. Sun. mags.	—	70,800
Network tv	\$19,088,400	17,847,200
Spot tv	2,144,600	1,805,800
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	304,400	268,100
Newspapers	666,200	500
Natl. synd.	1,196,100	1,788,500
Total	\$23,399,700	\$24,751,800

Marketing/brand management:

Exec vp sales & mktg, M.D. Simpson
Vp mktg, T.P. Mobsby
Agency: Leo Burnett Co., Chicago
Exec vp acct dir, Jim Jenness
Vp acct dir, Alan Roehl
Acct supr, Stacy Sopcich
Acct exec, Christopher Lindblad
Exec vp media svcs, Willard Hadlock

Sr vp media dir, Linc Bumba
Asst media dir, John Muszynski
Minority Agency: Vince Cullers Advertising, Chicago
Acct supr, George Boykin
Sr vp media dir, Jeff Cullers
Media dir, Ed Renno

Footwear manufacturers failed to make a strong showing this year, with only Nike and Reebok on our list.

173. NEWPORT MENTHOL FILTER CIGARETTES Lorillard Inc.

	Media investments	
	1988	1987
Magazines	—	\$ 36,000
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	\$22,900,000	15,898,600
Network cable	—	—
Newspapers	453,400	550,000
Natl. synd.	—	—
Total	\$23,353,400	\$16,484,600

Marketing/brand management:

Sr vp & brand mgmt, Tom H. May
Vp adv & brand mgmt, George R. Telford
Dir media, Lucy Giordano
Grp brand dir, John Daghlion
Sr brand mgr, Katie Augustian
Agency: Ally & Gargano Inc.
Exec vp mktg svcs, Warren Dechter
Exec vp mgmt dir, Edward Ricci
Vp acct dir, Robert J. Piwinski
Exec vp media dir, Dawn Sibley
Media grp head, Richard Zwirn

174. KELLOGG'S MUESLIX CEREAL Kellogg Co.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$21,210,400	\$6,259,800
Spot tv	732,100	828,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	102,800	36,300
Newspapers	749,100	5,300
Natl. synd.	541,100	93,700
Total	\$23,335,500	\$7,223,100

Marketing/brand management:

Exec vp sls & mktg, M.D. Simpson
Vp mktg, T.P. Mobsby
Agency: J. Walter Thompson, Chicago
Sr vp grp acct dir, George Lange
Vp acct dir, George Schott
Vp acct supr, Dermid Eagan
Acct rep, Ann Hoffbeck
Vp grp media dir, Kayne Lanahan
Media dir, Heather Faust

175. HONDA CIVIC American Honda Motor Co.

	Media investments	
	1988	1987
Magazines	\$ 4,418,700	\$ 7,775,300
Natl. Sun. mags.	149,600	—
Network tv	14,198,800	15,390,700
Spot tv	853,600	4,103,200
Network radio	749,100	1,324,400
Spot radio*	1,120,000	1,020,600
Outdoor	1,600	400
Network cable	1,086,200	927,100
Newspapers	36,000	36,000
Natl. synd.	679,000	—
Total	\$23,292,600	\$30,577,700

*M&M estimates

Marketing/brand management:

Exec vp, K. Amemiya
Exec vp auto sales oper, Tom Elliott
Sr mgr auto adv, Eric Conn
Asst mgrs-auto adv, Tom Caulfield, Bill Young
Agency: Rubin Postaer & Associates, LA
Sr vp-grp acct dir, Charles E. Valentine



Vp-acct dir, Steve Woolford
Vp-acct suprs: Julie Boston, Joan Egan, Ron MacMillan
Acct suprs, Steve Straley, Robert LePlae
Sr vp-media dir, Pam Warren
Vp-assoc media dirs, Kate Knox, Coby Low

176. KELLOGG'S SQUARES CEREAL

Kellogg Co.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$21,514,700	—
Spot tv	726,200	—
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	171,900	—
Newspapers	81,100	—
Natl. synd.	711,400	—
Total	\$23,205,300	—

Marketing/brand management:
Exec vp s/s & mktg, M.D. Simpson
Vp mktg, T.P. Mobsby
Agency: Leo Burnett, Chicago
Exec vp acct dir, Jim Jenness
Acct dir, Al Roehl
Acct supr, Eleanor Callison
Asst acct exec, Christine Hoar
Media dir, Lincoln Bumba
Asst medi dir, John Muszynski



177. HERTZ RENT-A-CAR SYSTEM

Park Ridge Corp.

	Media investments	
	1988	1987
Magazines	\$ 3,070,800	\$ 3,403,400
Natl. Sun. mags.	—	21,500
Network tv	7,559,300	3,018,500
Spot tv	3,523,100	6,012,600
Network radio	—	—
Spot radio	1,731,100	927,200
Outdoor	119,500	8,500
Network cable	4,600	—
Newspapers	7,082,500	13,047,200
Natl. synd.	—	49,600
Total	\$23,165,900	\$26,488,500

Marketing/brand management:
Div vp mktg, Thomas W. Jans
Dir mktg & prom, Robert Lande
Dir adv, Ray LaFrance
Agency: Scali, McCabe, Sloves Inc.
Mgmt supr, Gary Verrill
Acct supr, Ander Wensberg
Acct execs, Trish Sullivan, Roger Micone
Asst media dir, Clara Capaci
Vp dir media plng, Paula Brooks

178. BENSON & HEDGES 100'S FILTER CIGARETTES

Philip Morris Co.

	Media investments	
	1988	1987
Magazines	\$22,918,500	\$15,822,100
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	—	—
Newspapers	206,200	2,339,000
Natl. synd.	—	—
Total	\$23,124,700	\$18,161,100

Marketing/brand management:
Brand mgr, Rene Simons
Vp mktg, David Dangoor
Dir media, Rick Stirlen
Agency: Wells, Rich, Greene
Sr vp mgmt supr, Ila Clarkson
Sr vp prom dir, Arnold Weinrib
Vp acct supr, Lisa Patrick
Acct exec, Christopher Lloyd
Media grp head, Emilie Smith
Assoc media grp head, Charles Thompson

179. SPRITE SOFT DRINK

Coca-Cola Co.

	Media investments	
	1988	1987
Magazines	\$ 31,500	—
Natl. Sun. mags.	—	—
Network tv	12,545,300	\$14,978,800
Spot tv	6,457,400	6,812,300
Network radio	8,400	56,400

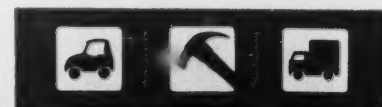
Spot radio	749,200	601,800
Outdoor	46,500	10,900
Network cable	393,800	252,200
Newspapers	—	—
Natl. synd.	2,863,700	1,907,800
Total	\$23,095,800	\$24,620,200

Marketing/brand management:
Vp & dir mktg plng, Michael A. Beindorff
Dir, Ginni Rockwell
Brand mgr, Steve Jones
Assoc brand mgr, Theresa Doby
CCUSA media dir, Chris Gagen
Corp media mgr, John M. Drollinger
Agency: Lowe Marschall, N.Y.
Exec vp grp dir, Eric Einhorn
Sr vp mgmt supr, John Most
Acct supr, Michael DiSouza
Acct exec, Page Vincent
Asst acct exec, John Klaritch
Sr vp media dir, Stephen M. Segal
Vp assoc media dir, Christina O. Brodie
Media grp head, Reg Ungberg
Media supr, Sue Adelhardt
Sr media plnr, John Tebeau
Media plnrs, Pat Branf, Andrew Mueller
Asst media plnr, Christine Lamson
Black agency: Burrell Advertising, Chicago
Sr vp grp dir, Sarah Burroughs
Vp acct supr, Neva Richardson
Sr vp media dir, Nick Howse
Media supr, Michelle Garner
Hispanic agency: Castor Spanish International

180. SNICKERS CANDY BAR

M&M Mars

	Media investments	
	1988	1987
Magazines	\$ 1,753,700	\$ 2,503,400
Natl. Sun. mags.	—	—
Network tv	13,982,100	15,379,500
Spot tv	3,173,800	2,659,700
Network radio	1,294,800	2,060,200
Spot radio	3,800	—
Outdoor	—	—
Network cable	425,700	2,819,500
Newspapers	—	57,300
Natl. synd.	2,265,100	1,517,600
Total	\$22,899,000	\$26,997,200





Marketing/brand management:

Pres, William B. Hellegas
Vp brands, Al Poe
Agency: Backer, Spielvogel,
Bates, N.Y.
Exec vp, Joe Dell'Aquila
Sr vp mgmt rep, Paul Mesches
Acct supr, Mary Gael Senko
Acct exec, Katherine Mercer
Media dir, Jay Schoenfeld

Franklin Mint placed two of its lines in the Top 200.

181. LISTERINE ANTISEPTIC MOUTHWASH Warner-Lambert Co.

	Media investments	
	1988	1987
Magazines	\$ 2,297,600	\$ 76,900
Natl. Sun. mags.	993,300	—
Network tv	14,227,000	11,783,700
Spot tv	1,316,300	2,441,600
Network radio	418,900	1,573,000
Spot radio	52,600	369,000
Outdoor	—	—
Network cable	48,900	34,400
Newspapers	173,900	—
Natl. synd.	3,368,100	2,514,200
Total	\$22,896,600	\$18,819,800

Marketing/brand management:

Vp mktg & brand mgmt, Russ Moran
Category dir, Lynne Millheiser
Sr prod mgr, Chip Horner
Asst brand mgr, Glenn Deutsch
Agency: J. Walter Thompson, N.Y.
Sr vp grp dir, Jack Morrissey
Sr vp acct dir, Jeremy Birkbeck
Exec vp-U.S. dir media srves, Richard Kostyra
Acct supr, Fred Stuart
Acct exec, Isabelle Albanese
Vp-assoc media dir, Ronnie Beason
Media supr, Julia Harquail
Minority Agency: Brave Group Advertising, N.Y.
Gm, Daisy Exposito
Vp acct supr, Ricardo Luman
Acct supr, Laura Vega
Acct exec, Simon Zaid
Media dir, Sharman Davis

182. CHEVROLET CORSICA General Motors Corp.

	Media investments	
	1988	1987
Magazines	\$ 5,160,000	\$ 8,102,800
Natl. Sun. mags.	1,507,900	2,135,000
Network tv	7,640,700	16,603,300
Spot tv	7,240,400	6,403,800
Network radio	—	—
Spot radio	—	—
Outdoor	5,500	4,700
Network cable	293,100	136,700
Newspapers	794,700	3,942,800
Natl. synd.	294,100	234,200
Total	\$22,891,400	\$37,563,300

Marketing/brand management:

Mgr adv pass cars, Danielle Colliver
Mktg mgr pass cars, Steve D. McAvoy
Gen mktg mgr, Mike Erdman
Natl mgr pass car merch, John C. Burrow
Agency: Lintas: Campbell-Ewald, Warren, Mich.
Sr vp grp dir, Tom Thompson
Sr vp grp acct supr, Michael J. Ryan
Acct supr, David Scott, Pete Rentchler,
Tim Keaton
Media dir, Louis M. Schultz
Grp sr vp assoc media dir, Robert Gervason
Vp assoc media dir, Catherine Curry
Sr vp grp media dir print, Karen Ritchie
Sr vp grp media dir brdcast, Judith E. Sawyer
Sr vp dir natl brdcast media, Barbara A. Munroe
Sr vp dir local media, Robert I. Mitchell
Vp assoc media dir (natl), Pat Sharp
Vp assoc media dirs (area mktg), John A. Winkelseth, Bruce Weber, Caryn Gray

Kellogg's has 8 cereals in the Top 200.

183. ANACIN REGULAR TABLETS & CAPLETS American Home Products Corp.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$18,347,200	\$10,572,400
Spot tv	1,486,300	415,500
Network radio	1,331,900	282,600
Spot radio	—	—
Outdoor	—	—
Network cable	537,800	309,300
Newspapers	797,100	—
Natl. synd.	80,700	—
Total	\$22,763,000	\$11,579,800

Marketing/brand management:

Vp mktg, George Prince
Grp prod mgr, Dorothy Metzel
Sr prod mgr, Mark Hogan
Asst prod mgr, Dave Ennis
Agency: Young & Rubicam



184. KELLOGG'S FROSTED MINI-WHEATS Kellogg Co.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$20,617,800	\$12,279,800
Spot tv	262,400	2,399,500
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	164,500	103,200
Newspapers	—	—
Natl. synd.	1,095,900	859,000
Total	\$22,716,200	\$15,641,500

Marketing/brand management:

Exec vp sls & mktg, M.D. Simpson
Vp mktg, T.P. Mobsby
Agency: Leo Burnett, Chicago
Exec vp acct dir, Jim Jenness
Acct dir, Tim O'Day
Acct supr, Patty Bloomfield
Acct exec, Doug Ryan
Media dir, Lincoln Bumba
Asst media dir, John Muszynski



185. ALKA SELTZER PLUS COLD TABLETS

Miles Laboratories, Inc.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$15,430,600	\$12,368,700
Spot tv	2,173,700	2,400,000
Network radio	3,177,000	3,612,400
Spot radio	—	—
Outdoor	—	—
Network cable	1,310,500	566,900
Newspapers	437,000	—
Natl. synd.	167,300	252,600
Total	\$22,696,100	\$19,200,600

Marketing/brand management:

Vp-mktg, Glen R. Fleischer
Grp prod mgr, Gordon E. Compton
Dir media oper, Mitchell B. Streicker
Sr prod mgr, David E. Bachtel
Prod mgr, Barbara D. Kauffman
Agency: Wells, Rich, Greene, N.Y.
Exec vp, John Costello
Sr vp-mgmt supr, Ken Manka
Sr vp corp media dir, Bob Geis
Dir NY media oper, Christopher Tinkham
Media grp head, Cheryl Leslie

186. NOW FILTER 100s CIGARETTES

R.J. Reynolds Tobacco Co.

	Media investments	
	1988	1987
Magazines	\$16,712,800	\$11,854,200
Natl. Sun. mags.	2,426,100	4,441,400
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	—	—
Newspapers	3,412,500	2,900,800
Natl. synd.	—	—
Total	\$22,551,400	\$19,196,400

Marketing/brand management:

Sr vp mktg, J. T. Winebrenner
Vp advg & brand mgmt, E. M. Blackmer
Sr dir media, D. F. Pearson
Grp mgr media admin, R. E. Neal
Grp mgr media plng, T. McCabe
Brand mgr, L.L. Bender
Parent: RJR Nabisco Inc.

Creative agency: Young & Rubicam, N.Y.

Exec vp grp gen mgr, Jane Brite
Sr vp grp dir, Mike Feldman
Vp mgmt supr, Tony Pace
Acct suprs, Ellen Hochman, Jack Lipton
Acct execs, Pam Hall, Mark Denesuk

187. VOLKSWAGEN PASSENGER CARS

Volkswagenwerk Ag

	Media investments	
	1988	1987
Magazines	\$ 1,696,900	\$ 63,200
Natl. Sun. mags.	575,200	—
Network tv	12,050,500	7,802,900
Spot tv	3,974,900	3,392,100
Network radio	1,744,400	—
Spot radio	—	—
Outdoor	—	—
Network cable	520,000	367,500
Newspapers	1,393,400	4,098,300
Natl. synd.	503,300	—
Total	\$22,458,600	\$15,724,000

Marketing/brand management:

Vp VW U.S., Bill Young
Gen sls mgr, Rich Weidman
Dir mktg, Bill Gelgota
Agency: DDB/Needham, Detroit
Pres, Bob Freeman
Vp grp media dir, Graig Yateman
Sr vp acct dir, Philippe Defechereux
Vp plng mgr, Ken Campbell

188. PATHMARK FOOD STORES

Supermarkets General Corp.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	\$ 3,418,400	\$ 3,985,000
Network radio	—	—
Spot radio	409,100	376,700
Outdoor	—	—
Network cable	—	—

Newspapers	18,538,700	21,038,800
Natl. synd.	—	—
Total	\$22,366,200	\$25,400,500

Marketing/brand management:

Mktg mgr, Terry Illes
Mktg dir, Bill Bodmer
Agency: Venet Advertising/NJ
Acct supr, Gene Raffetto
Vp media, Al Romano
Acct exec, Laura Kershow

189. TOTAL CEREAL

General Mills Inc.

	Media investments	
	1988	1987
Magazines	\$ 144,900	\$ 350,100
Natl. Sun. mags.	—	—
Network tv	14,178,300	9,868,100
Spot tv	5,208,400	2,825,500
Network radio	748,500	427,500
Spot radio	—	—
Outdoor	—	—
Network cable	1,081,700	774,700
Newspapers	541,800	—
Natl. synd.	405,300	703,000
Total	\$22,308,900	\$14,948,900

Marketing/brand management:

Vp & gm mktg svcs, Don Knutzen
Dir adv svcs, R.J. Blake
Agency: Saatchi & Saatchi
Mgmt supr, Dave Jackson
Acct supr, Randy Smith
Sr assoc media dir, Lou Capozzoli
Media dir, Allen Banks
Assoc media dir, Diane Cimine
Media supr, Lisa Calia

190. ROYAL CARIBBEAN CRUISE LINE

Royal Caribbean Cruise Line Inc.

	Media investments	
	1988	1987
Magazines	\$ 3,780,400	\$ 3,468,000
Natl. Sun. mags.	15,500	6,100
Network tv	6,314,600	149,600
Spot tv	4,494,200	733,900
Network radio	—	—
Spot radio	—	—
Outdoor	—	2,800
Network cable	278,200	—
Newspapers	15,500	6,100
Natl. synd.	1,327,500	—
Total	\$22,207,600	\$11,685,200

Marketing/brand management:

Sr vp sls & mktg, Tim Kissel



Dir sls, George Muns
 Mgr ad & sls prom, Steve Dicken
 Dir mktg, Mike Petty
Agency: Chiat/Day Mojo
 Grp mgmt supr, Alan Campbell
 Mgmt supr, Ann Milne
 Acct supr, Richard O'Connell
 Acct exec, Rick Slovitt
 Asst acct exec, Shari Casch

191. SUZUKI SAMURAI

Suzuki of America
Automotive Corp.

	Media investments	
	1988	1987
Magazines	\$ 345,600	\$ 419,600
Natl. Sun. mags.	—	—
Network tv	14,883,100	3,261,200
Spot tv	5,172,600	15,023,500
Network radio	—	—
Spot Radio	583,400	1,040,300
Outdoor	142,900	299,200
Network cable	—	—
Newspapers	329,000	400,300
Natl. synd.	558,400	—
Total	\$22,015,000	\$20,444,100

Marketing/brand management:

Pres, T. Arai
 Vp gen mgr, N. Doulas Mazza
 Dir corp comm, Jim Weber
 Natl adv mgr, Tom Myers
 Asst adv mgr, Diana Van Alstine
Agency: Keye/Donna/Pearlstein,
Los Angeles
 Exec vp, Spike Bragg
 Vp media dir, Alan Hyman
 Vp asst media dir, Garfield Ricketts
 Acct supr (corp), Tim O'Mara
 Acct exec (corp), Laura Hunter
 Asst acct exec (corp), Lisa
 Kruttschnitt
 Media supr (corp), Fran McCreary
 Acct supr (dealer), Dick Diekman
 Acct execs (dealer), Maryann
 Malorgio
 (NY), Bill Heffernan (Atlanta)
 Media supr (dealer), Maria
 Losanovich
 Media plnr (dealer), Kris Persson,
 Alexis Van Dyke
 Asst media plnr (corp & dealer),
 Capers Hammond

Bartles & Jaymes
was the only
wine-cooler entry.

192. PRUDENTIAL INSURANCE

COMPANY OF AMERICA
GENERAL PROMOTION

	Media investments	
	1988	1987
Magazines	\$ 2,491,200	\$ 4,606,700
Natl. Sun. mags.	1,832,800	3,183,400
Network tv	16,573,500	18,244,300
Spot tv	1,084,500	345,000
Network radio	—	—
Spot radio	376,500	372,800
Outdoor	6,100	62,000
Network cable	—	46,700
Newspapers	—	2,233,400*
Natl. synd.	—	—
Total	\$21,988,100	\$29,094,300

*M&MD estimates

Marketing/brand management:

Vp public affairs, Scott Mason
 Sr vp public affairs, William
 Tremayne
 Dir adv, Mary Lou Sack
 Adv mgr, Vickie Snoy
 Assoc adv mgr, Karen Heid
Agency: Backer, Spielvogel,
Bates, N.Y.
 Exec vp, Stephen Seiter
 Mgmt rep, Tom Hook
 Vp acct suprs, Richard Driscoll,
 Debra Radcliffe
 Acct supr, Robert Miller
 Sr vp-media dir, Tom Mullen
 Vp-assoc media dir, Steve Maietta
 Media supr, Amy Marsh

193. CARLTON FILTER

CIGARETTES

American Brands Inc.

	Media investments	
	1988	1987
Magazines	\$10,971,800	\$ 85,200
Natl. Sun. mags.	2,991,600	—
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	4,391,100	4,992,300
Newspapers	2,991,600	—
Natl. synd.	—	—
Total	\$21,986,200	\$7,817,800

Marketing/brand management:

Sr vp mktg, William Moore

Sr prod mgr, Kenneth Noone
 Media dir, John Mellett
Agency: Laurence, Charles,
Free & Lawson, N.Y.
 Sr vp, Doug Bomeisler
 Mgmt supr, Al Magnane
 Asst acct exec, Bob Palermo
 Media dir, Bob Adler
 Assoc media dir, Marilyn Schan

194. NIKE SPORTING

FOOTWEAR

	Media investments	
	1988	1987
Magazines	\$ 3,964,600	\$1,655,600
Natl. Sun. mags.	—	—
Network tv	13,549,900	4,755,300
Spot tv	273,800	600,600
Network radio	335,200	51,600
Spot radio	58,500	200
Outdoor	54,200	115,800
Network cable	1,587,100	1,230,900
Newspapers	230,500	79,200
Natl. synd.	1,787,100	280,400
Total	\$21,840,900	\$8,769,600

Marketing/brand management:

Vp mktg, Tom Clarke
 Dir adv, Scott Bedberry
 Mktg info mgr, Jerry Conlon
Agency: Wieden & Kennedy
Inc., L.A.
 Dir media svcs, Deborah
 Griffith
 Assoc media dir, Jayshree Vakil
 Dir client svcs, Dave Luhr
 Mgmt supr, Tim O'Kennedy

195. PEPTO-BISMOL ANTACID

Procter & Gamble Co.
 (liquid and tablets)

	Media investments	
	1988	1987
Magazines	\$ 882,800	\$ 3,153,400
Natl. Sun. mags.	—	—
Network tv	10,182,900	9,767,500
Spot tv	3,650,700	2,470,000
Network radio	2,368,300	2,641,400
Spot radio	443,600	1,100
Outdoor	16,700	46,000
Network cable	2,568,300	1,713,800
Newspapers	—	33,900
Natl. synd.	2,089,100	159,200
Total	\$21,802,400	\$19,986,300

Marketing/brand management:

Personal Care Products Division:
 Brand mgr, T. A. Moore
Agency: Leo Burnett Co. Inc.,
Chicago



Vp-acct dir, Mike Miller
Acct supr, Ray DeThorne
Acct exec, Steve Smith
Exec vp grp crtv dir, Bob Welke
Vp assoc crtv dir, Donna Spiegel
Exec vp media srves, Willard
Hadlock
Vp media dir, Robert Kirkpatrick

196. MITSUBISHI GALANT

Mitsubishi Motors Group

	Media investments	
	1988	1987
Magazines	\$ 529,800	\$1,990,100
Natl. Sun. mags.	—	—
Network tv	8,713,100	1,476,800
Spot tv	11,780,600	5,606,100
Network radio	—	—
Spot radio	—	—
Outdoor	38,800	—
Network cable	260,900	3,900
Newspapers	—	—
Natl. synd.	320,500	—
Total	\$21,643,700	\$9,076,900

Marketing/brand management:

Adv dir, Dan Girard
Mgr adv, Tranees Oda
Agency: Grey Advertising,
N.Y.
Sr vp grp mgmt supr,
John Myley
Asst media dir, John Montegarr

197. PEARLE VISION CENTERS

Grand Metropolitan

	Media investments	
	1988	1987
Magazines	\$ 2,310,200	\$ 328,900
Natl. Sun. mags.	—	—
Network tv	—	3,471,000
Spot tv	17,184,600	13,737,900
Network radio	—	—
Spot radio	—	—
Outdoor	9,700	11,800
Network cable	619,200	561,100
Newspapers	1,420,400	1,115,600
Natl. synd.	—	—
Total	\$21,544,100	\$19,226,300

Marketing/brand management:

Sr vp mktg, Joseph T. Dono
Mktg dir, Debra L. Tippet
Dir field mktg, Randy Henry
Mktg mgr, Barbara Pijot
Dir plng & dev, Phillip Suttle
Agencies: Foote, Cone & Belding,
Chicago
Sr vp grp dir, Joan Black

Vp mgmt dir, Bob Kubis
Acct exec, Lynn Bostrom
GSD&M, Austin
Vp acct dir, Steve Braasch

198. COLGATE TARTAR

CONTROL FORMULA

TOOTHPASTE

Colgate-Palmolive Co.

	Media investments	
	1988	1987
Magazines	\$ 1,293,200	\$ 347,800
Natl. Sun. mags.	—	—
Network tv	16,692,700	19,267,500
Spot tv	1,387,100	3,686,100
Network radio	—	—
Spot radio	—	—
Outdoor	27,000	—
Network cable	286,900	10,000
Newspapers	—	—
Natl. synd.	1,847,400	3,167,100
Total	\$21,534,300	\$26,478,500

Marketing/brand management:

Corp vp-pres Colgate USA,
E. Fogarty
Exec vp, P.G. McArthur
Vp gen mgr (oral care), D. Meyer
Mktg mgr (oral care), J. Haber
Vp creative srves, A. Alen
Corp dir media, R. Godbeer
Agency: Young & Rubicam, N.Y.
Vp grp supr, Ed O'Donnell
Media supr (oral care), Amy Berry
Sr vp mgmt supr, Bob Fane
Acct supr, Claudia Eisen
Siboney Advertising, N.Y.
Gm, Roger Pisani
Acct supr, David Cole
Acct exec, Meria Botta
Vp media dir, Meg Bernot
Media plnr, David Flynn

199. KELLOGG'S RICE

KRISPIES

Kellogg Co.

	Media investments	
	1988	1987
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	\$15,419,100	\$15,678,000
Spot tv	3,466,200	3,588,700
Network radio	—	—
Spot radio	—	—

Outdoor	—	—
Network cable	310,500	388,000
Newspapers	1,002,800	—
Natl. synd.	1,208,800	2,019,600
Total	\$21,407,400	\$21,874,300

Marketing/brand management:

Exec vp sales & mktg, M.D.
Simpson
Vp mktg, T.P. Mobsby
Agency: Leo Burnett Co, Inc.,
Chicago
Exec vp acct dir, Jim Jenness
Vp acct dir, Tim O'Day
Acct supr, Larry Bruck
Sr acct exec, Patty Bloomfield
Exec vp media srves, Willard
Hadlock
Sr vp media dir, Lincoln Bumba
Asst media dir, John Muszynski
Minority Agency: Vince Cullers
Advertising, Chicago
Acct supr, George Boykin
Media dir, Jeff Cullers



200. WRIGLEY'S EXTRA

SUGAR FREE GUM

Wm. Wrigley Jr. Co.

	Media investments	
	1988	1987
Magazines	\$ 788,800	\$ 1,993,800
Natl. Sun. mags.	526,200	—
Network tv	11,808,100	10,466,400
Spot tv	5,271,200	6,329,300
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	1,218,200	1,112,700
Newspapers	—	—
Natl. synd.	1,786,200	910,500
Total	\$21,398,700	\$20,812,700

Marketing/brand management:

Grp vp mktg, Ronald O. Cox
Asst vp mktg dir, Susan Sherry
Agency: BBDO, Chicago
Sr vp mgmt supr, Tonise
Hayden
Acct supr, Cheryl Muzinic
Acct exec, Kristin Kurth
Sr vp exec media dir, Bob
Garrison
Vp dir media plng, Kathy Segal
Vp assoc media dir, Nancy Swiet

Sources

Consumer magazines and national Sunday magazines: Data summarized from the PIB Magazine Analysis prepared by Leading National Advertisers Inc. (LNA) of actual lineage run in those publications. Expenditures are based on current one-time gross rates before discounts. Rates for national full-run insertions are based on ad size and coloration. Rates for regional and less than full-run insertions are determined by LNA editors based on circulation and rates supplied by the magazines. Covered are more than 150 consumer magazines and four national Sunday magazines, plus tear sheets of over 1,500 regional editions a year.

Network tv and network radio: Data secured by Arbitron's Broadcast Advertisers Reports, which monitors all network broadcasts except those of the Mutual Radio Network. Material is collected on audio tape and then translated into a sequential listing. Network tv and network radio rates are based

on estimates provided by the three networks of per-minute cost for time and talent.

Spot tv: Data secured by Arbitron's Broadcast Advertisers Reports from listening posts in 75 top markets that monitor 319 stations for one week each month. These weekly records are projected to estimates of monthly spot tv usage. Spot tv rates are applied from a station rate deck that is constantly updated by agency buyers.

National syndication: Arbitron's Broadcast Advertisers Reports monitors the principal satellite transponders that carry syndicated shows 24 hours a day. Arbitron estimates brand expenditures by assigning an estimated national rate to each program, and applying that rate to each brand commercial that is monitored.

Brand dollar estimates are retabulated by *Decisions* by major brand name from the data just described. The brand data in greater detail is also available from each of the organizations that compile the data.

Spot radio: Data generated by Radio Expenditure Reports (RER) are calculated from a sample of 2,500 stations in 200 markets. RER's sources are 15 leading radio reps handling station groups that supply quarterly computer runs of the spots aired by station, by market, and by brand of product spots aired.

Outdoor: Data are based on information submitted to Leading National Advertisers (LNA) at the request of the Institute of Outdoor Advertising by outdoor plant operators in markets of 100,000 population or over. Covered is about 80% of total national outdoor advertising expenditures.

Newspapers: Data compiled by LNA Media Records, which measured every ad in 147 daily and Sunday newspapers. Actual space is multiplied by the applicable one-time general open rate. Dollar estimates include newspaper supplements, color comic sections, rotogravure, all color ads.



PORTRAIT of the GREAT AMERICAN INVESTOR

Oncology nurse Kelly Hummer has devoted her life to helping other people's children. But she saves her money for the day she has her own. She buys U.S. Savings Bonds, because they pay competitive rates. For more information, call toll-free: 1-800-US-BONDS.



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Bonds held less than five years earn a lower rate.
A public service of this publication.

SALES PROMOTION

by Russ Bowman

DOLLARS UP BUT COOLING DOWN

Just how big a business is sales promotion? The debate is on, and the answers are both loud and varied. Ask about its growth, however, and you'll find more of a consensus. In the early to mid 1970s, the tide turned, and most marketers began shifting marketing dollars to the promotion side of the mix.

Today, the story is pretty much the same, although the percentage gains of sales promotion vs. advertising (+7.5% vs. +6.8%) are closer than they have been in recent years. Nonetheless, in the 1980s, sales promotion has averaged 13% annual growth, while advertising has averaged 10%. Sales promotion totaled \$124.5 billion in 1988, which does not include esti-

mates of \$24 billion in trade promotion and \$5.1 billion in telemarketing.

When the move towards promotion began some 15 years ago, promoters and retailers took satisfaction as they cheered from their seats as second-class citizens in most marketing circles. The marketer caught in the middle paid little heed either to the boos of Madison Ave. or the cheering from sales promoters. They had to face the trend, get a clear fix on the implications for their particular companies or brands and start moving more boxes.

Meanwhile, the sales-promotion community was caught somewhat flat-footed. It was understaffed, underpaid and lacked adequate budgets for testing and proper evaluation. Most sales-pro-

motion agencies in that era were still suffering from the old promotional vendor's image of gimmick peddlers.

One way for promotion to gain a little more recognition and respect was to illustrate that while individual components of the sales-promotion budgets were relatively small, collectively promotion-type spending was even bigger than advertising. Two independent studies over the years have illustrated this. One is this expenditures study, initiated by the ANA promotion committee and reported in this magazine. The second is Donnelly Marketing's "Annual Survey of Promotional Practices." Although the base and methodologies are very different (the former based on estimated expenditures and the latter based on stated percents of the total marketing budget allocated to promotion vs. media by major con-

1988			
ADVERTISING	\$(000,000)	% of total	% vs. 87
Television	\$24,401	37%	+ 9%
Radio	7,408	11%	+ 5%
Business Publications	2,610	4%	+ 6%
Consumer Magazines	5,768	9%	+ 8%
Newspapers*	25,397	37%	+ 4%
Farm Publications	196	0%	0%
Outdoor	1,064	2%	+ 4%
TOTAL	\$66,844	100%	+ 6.8%
SALES PROMOTION			
Direct Mail	\$21,115	17%	+ 8%
POP Display	16,795	13%	+ 7%
Premiums & Incentives**	16,495	13%	+ 6%
Meetings & Conventions	33,526	27%	+ 2%
Trade Shows & Exhibits	8,040	6%	+ 20%
Promotional Advertising	10,833	9%	+ 15%
Print/AV Misc.	11,908	10%	+ 10%
Coupon Redemption	5,798	5%	+ 14%
TOTAL	\$124,510	100%	+ 7.5%
GRAND TOTAL	\$191,354		+ 7.3%

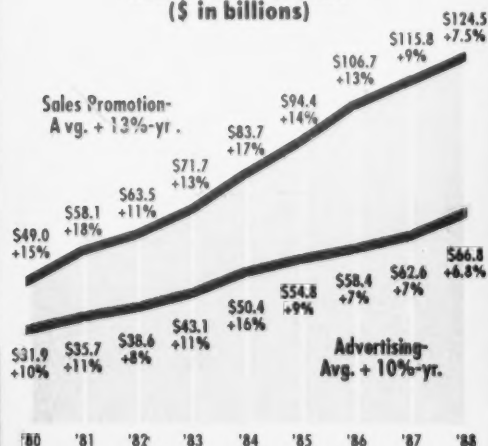
* M&M figure based on NAB total, less FS's.
** Includes Sweepstakes & Contests.

Source: Russ Bowman

Note: Full sources appear at the end of this article.

ADVERTISING AND PROMOTION IN THE '80s

Year-to-Year Growth (\$ in billions)



Source: Russ Bowman

Note: Full sources appear at the end of this article.

1988: THE YEAR

sumer product/service companies), they both show the same trend — promotion has grown considerably over the years.

A small element of the advertising community still reacts to the promotion growth trends with disbelief and defensiveness. But most advertising executives see the trends as a reality of today and (at least short term) tomorrow.

In a sense, Donnelly Marketing's annual report — now in its 11th year — is a more clear-cut indication of the trends, since it reflects a simple three way (percent of total) split of the marketing mix. Although you see a few slight ups and downs from year to year (see chart below), the trend pattern is quite clear — promotion's share (69%) has been increasing while traditional media advertising's (31%) has been de-

clining. Once more the mix for larger firms (those over \$1 billion) is even greater — 72% promotion vs. 28% advertising in 1988.

Last year was a relatively low-key one for promotion, despite the national election and the Olympics. It didn't come near matching some earlier years in this decade when areas such as coupons and point-of-purchase were experiencing increases as high as 20% in year-to-year growth.

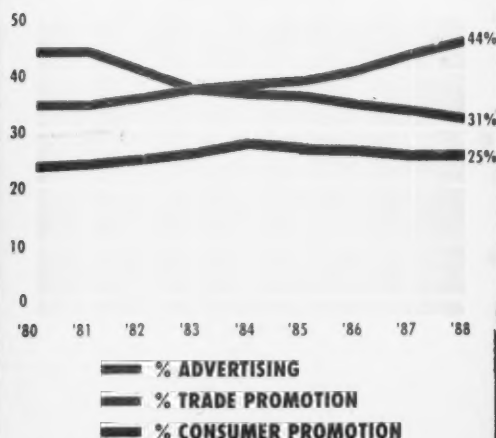
As for advertising, our highlighted media managed a 6.8% gain over figures in last year's report. Robert Coen, senior vice president and director of forecasting at McCann-Erickson, sees a somewhat stronger overall picture. "The final advertising total for 1988 represented a gain of 7.7% over 1987."

Premiums and incentives (including

incentive travel) represented \$16 billion, including consumer sweepstakes and games in 1988, with trade incentives showing a much greater gain over 1987 (+6.5%) compared to either business gifts (+4.3%) or consumer premiums (+4.1%). The top three incentive spending categories (retailers, wholesalers and food products) show less than average growth, but the next two (toiletries and cosmetics and auto parts, tires and accessories) showed double-digit growth over 1987.

Couponing growth has declined somewhat but recently is becoming a question of whose numbers do you believe. Mc3, the division of Donnelly/Nielsen that has the oldest record of couponing, shows 1988 with 221.7 billion coupons distributed; Summary Scan, a division of the Advertising Checking Bureau, shows 252.7 billion.

ADVERTISING/PROMOTION ALLOCATIONS 1980-1988



Source: Donnelly Marketing's Eleventh Annual Survey

CONSUMER PROMOTION SCORECARD

Types of promotion	% of respondents using in each year				
	1988	1987	1986	1985	1984
Couponing Consumer Direct	92%	96%	91%	93%	95%
Money Back Offers/Cash Refunds	85	87	85	85	81
Cents-Off Promotions	74	69	70	78	84
Sweepstakes	72	66	72	77	73
Premium Offers	68	74	58	79	82
Sampling New Products	65	71	64	77	67
Sampling Established Products	63	65	57	76	56
Couponing in Retailers' Aid	63	57	45	56	40
Pre-Priced Shippers	52	56	58	70	49
Contests	46	38	40	55	29

Source: Donnelly Marketing Eleventh Annual Survey

IN PROMOTION

SEND — YOUR — COMMERCIALS — TO — COLLEGE.

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These studios and many others use Films Inc. to send their movies to colleges and universities across the nation. Now we can send your message along with these movies to millions of brand-conscious students. We can also create on-campus promotions including sponsorships of film festivals, distribution of coupons and product samples, and can arrange for data base collection.

To receive an advanced degree on how to reach this vital market, call us at (213) 969-9900 or fax us at (213) 874-1175.



7250 Franklin Avenue
Los Angeles, CA 90046

SALES PROMOTION

Both reports agree newspaper free-standing inserts dominate the business, but Mc3 says FSIs got 77% of couponing, while Summary Scan says the medium got 88%. According to Mc3, the average face value of the coupons redeemed in 1988 was 41.5¢, up 5% from the 39.7¢ reported in 1987.

Trade shows made strong gains in 1988, with booked space up about 8%, according to Bill Mee, director of the Trade Show Bureau. That puts the trade-show business at about \$12.9 billion for 1988, with 38% going for travel of exhibitors. Without the travel costs, the figure for 1988 comes to about \$8 billion.

Overall, promotion continues its strong growth and consequently its greater recognition. Now marketers need to recognize its strengths and weaknesses and see promotion as a

INCENTIVE SCORECARD

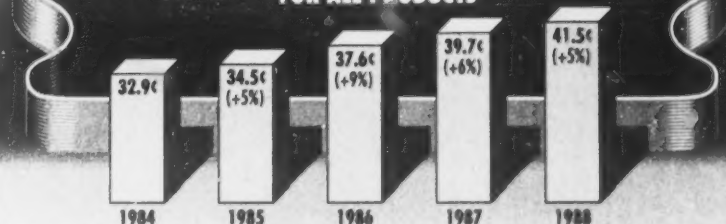
	1988 EXPENDITURES (000)	1987 EXPENDITURES (000)	% CHANGE
SALES INCENTIVES	\$4,760,479	\$4,464,731	+6.6%
Merchandise	3,496,695	3,247,336	+7.7%
Travel	1,263,784	1,217,395	+3.8%
DEALER INCENTIVES	\$2,697,004	\$2,538,066	+6.3%
Merchandise	1,768,352	1,660,814	+6.5%
Travel	928,652	877,252	+5.9%
MERCHANDISE TOTAL	\$5,265,047	\$4,908,150	+7.3%
TRAVEL TOTAL	\$2,192,436	\$2,094,647	+4.7%
TRADE TOTAL	\$7,457,483	\$7,002,797	+6.5%
BUSINESS GIFTS	\$1,551,324	\$1,486,945	+4.3%
CONSUMER PREMIUMS			
Product Promotion:	\$4,108,091	\$3,925,162	+4.7%
• Mail-In Offers	2,096,579	1,988,071	+5.5%
• Direct Premiums	2,011,512	1,937,091	+3.8%
Retail Promotions:	\$1,594,810	\$1,552,656	+2.7%
• Sweepstakes, Games	198,032	185,946	+6.5%
• Direct, Trading Stamps	1,396,778	1,366,710	+2.2%
CONSUMER TOTAL	\$5,702,901	\$5,477,818	+4.1%
TOTAL USAGE	\$14,711,708	\$13,967,560	+5.3%

Source: Incentive Marketing 1988

partner with advertising in the right mix for the right brand at the right time. ■

Sources for advertising and sales promotion figures — Advertising: Russ Bowman, based on McCann-Erickson figures; Direct Mail: Direct Marketing Association; POP Display: POPAI; POP Radio: ActMedia; Premiums & Incentives: Incentive magazine; Meetings & Conventions: Meetings & Conventions magazine; Trade Shows & Exhibitions: Trade Show Bureau; Promotional Advertising: Russ Bowman; Print AV Misc.: U.S. Government figures and Wolfman AV report; Coupon Redemption: Mc3 and Summary Scan; Trade Promotion: IRI Sage Worldwide; Telemarketing: Telemarketing magazine and AT&T.

COUPON VALUES AVERAGE FACE VALUE REDEEMED IN CENTS FOR ALL PRODUCTS



Source: Manufacturers Coupon Control Center

ECONOMIC EYE

VCR REVIEW

During an average week in February, tv households spent approximately two-and-one-half hours recording on their VCRs, reports Nielsen. Prime time is the most popular for recording, with 41% of all recording time devoted to this daypart. Early morning, on the other hand, accounts for only 2% of all recording time.

MAGAZINE AD SCORECARD

	Ad Pages May 1989	% change from May 1988	Dollars spent (000)	% change from May 1988
1. Skin care, Creams, Lotions and Oils	264.26	169.8	11,334.3	247.9
2. Lip and Eye Beauty Products	154.44	18.3	5,602.6	1.3
3. Scents and Fragrances	365.92	7.1	12,089.6	22.0
4. Facial Makeup Products	85.58	-8.0	3,357.2	-14.5
5. Prepared Dinners and Entrees (including pizzas)	45.46	59.5	3,122.1	97.9
6. Liquor	403.09	-1.6	18,982.2	2.05
7. Cigarettes	813.41	11.1	46,425.3	35.5
8. Soaps and Detergents	55.55	-10.3	3,205.2	-12.5
9. Passenger Cars, Domestic	733.64	33.6	40,077.0	42.8
10. Passenger Cars, Imported	665.41	2.9	36,685.6	16.6

Source: Publishers Information Bureau as prepared by Leading National Advertisers.

MEDIA COST INDEX

1985 = 100

1988

1989

	Aug	% change	Sept.	% change	Oct.	% change	Nov.	% change	Dec.	% change	Jan.	% change	Feb.	% change	March	% change
Network TV																
Daytime	73	-14	146	+60	82	-16	80	-14	73	-10	77	-17	68	-15	66	-15
Nighttime	118	+4	118	+11	114	-9	113	-2	109	-2	122	+8	120	-19	125	+11
Spot TV																
Prime time	125	-8	141	+14	128	+6	104	+3	129	+5	141	+10	127	-2	125	-4
Daytime	100	-14	107	+4	106	-5	102	-10	99	-6	118	-5	120	+11	97	-1
Network radio	111	+6	112	+5	131	+8	125	+10	119	+12	158	+8	142	+10	139	+15
Spot radio	-	-	105	+2	-	-	-	-	110	-3	-	-	-	-	-	-
Consumer magazines	114	+5	116	+6	115	+5	118	+6	119	+6	127	+6	122	+6	122	+6
Natl. Sunday magazines	128	+14	130	+10	130	+10	130	+10	130	+10	129	+10	129	+10	129	+10
Business publications	117	+5	118	+6	118	+5	120	+6	120	+7	119	+2	119	+2	119	+2
Newspapers	124	+7	123	+7	124	+7	124	+7	124	+7	131	+5	131	+6	131	+6
Outdoor	123	+8	123	+8	113	-4	113	-4	113	-4	113	-4	113	-4	113	-4

Notes: Percentage shown is relative change from the same month/period the year before.

*Revised

Sources

Nighttime Network TV: Cost per average 30-second spot, 7:30-11 p.m. Monday-Saturday and 7-11 p.m. Sunday from Broadcast Advertisers Reports (BAR) Network TV Service.

Daytime Network TV: Cost per average 30-second spot, 10 a.m.-4:30 p.m. Monday-Friday from BAR's Network TV Service.

Network Radio: Cost per average 30-second radio announcement from BAR's Network Radio Service.

Consumer Magazines: estimate based on reported SRDS cost of a page, four-color in 40 national consumer magazines, as reported by Magazine Publishers Assn.

National Sunday Mags: estimate based on published (rate cards) costs of a page, four-color in the national entries.

Daily Newspapers: estimate based on Newspaper Advertising Bureau report of SRDS costs per column inch of a sample of 784 newspapers weighted to represent the universe.

Outdoor Posters: based on estimate prepared by Institute of Outdoor Advertising.

Spot Radio: index represents cost of a 60-second spot in the top 100 markets from data supplied to Radio Expenditure Reports by major radio representatives.

Business Publications: estimates based on reported SRDS cost of a page, four-color in 48 publications representing 42 business and professional classifications.